

McCARTHY

Presents Unbiased Picture of Changing Methods

(Concluded from Page 7, Column 2)

compared with meat cut on order, since separating meat into small portions exposes more surface and consequently shortens the time during which it may be maintained in a salable condition.

The disposition of meat approaching the point of lost consumer appeal is admitted by all to be a problem not yet solved to the entire satisfaction of the proponents of the fresh cut meat plan. There are certain losses in regular meat markets which may be less in the packaged meat plan. Practically every retailer has losses as a consequence of shrinkage, trimming and spoilage. Experts have estimated average losses as a consequence of shrinkage in coolers, trimming and spoilage from 2 to 7 per cent. Part of this loss may be invisible to retailers, but it exists, nevertheless.

Meat packaged to exclude air shrinks only slightly and its appearance is better preserved than if entirely exposed. Such packaged meat does not dehydrate noticeably and presents a dry surface appearance even when a free circulation of air is set up in cooling spaces. This is highly desirable when uniform temperature in all parts of the cooling space is desired. Under highly satisfactory conditions the most perishable of chilled meat products may retain excellent appearance for at least a week.

A Few Objectives

Those who disapprove this plan point out the greater perishability of meats reduced to small cuts; the difficulty in handling certain corned meats usually kept in brine; the inability to give consumers the exact quantities they desire; the improbability of keeping on hand a complete line of packaged meats without increasing out-of-condition returns; buyer resistance to pre-cut meat; the disposition of bargain buyers to examine what they buy; and the custom of giving customers bones and suet, which presumably would be denied under the package plan.

These are met by supporters' claims that packages keep meat better under ideal conditions; that pickled meat can be sold in waterproof containers; that small unit portions will supply all needs of consumers; that all cuts cannot always be had in the regular retail markets; that a large list of cuts and kinds of meats will attract a correspondingly large list of buyers and diversified buying; that there is no buyer resistance to attractively packaged meats, but rather an appeal; that bargain hunters can see the meat, but cannot touch it and that no modern retailer allows his customers to go further; that giving away bones and suet which have a market value has always been poor business and in most markets the cost has been distributed inequitably among all buyers, but that under the new plan bones and suet can be sold at nominal prices. The supporters also stress the greater advantage that they see in the opportunity to distribute various grades and cuts to sections where they are in best demand.

A more concrete reference to returned retail cuts may be of interest. As an example, if we consider 10 per cent on the average as an arbitrary though possibly fair estimate of returns as a preliminary distribution problem the net reduction in gross profits might be absorbable. This is presupposing that an appreciable part of the retail selling price can be obtained for wholesale returns in a condition which makes immediate use satisfactory. The total cost of returns is cost of meat plus cost of package and other operating expenses. If it is found that meats sold at retail suffers less loss than similar meats sold in the regular way the percentage loss from a comparative standpoint may be reduced accordingly. The percentage loss to be absorbed in selling prices under the conditions named might permit profitable operation.

More Time Needed

The foregoing approximation, while based to some extent on experience gained thus far, should not be accepted as definite or conclusive. In some cases it may be more and in others less. Efficient management will be continually directed towards preventing the necessity of removing meat from sale, and towards the best utilization of that returned. A year, at least, will be needed to determine accurately how far this feature will affect the business.

The mechanics of the idea, can, of course, be worked out and price adjustments be made to cover costs of operating the plan, but attempts to absorb losses on returns in retail prices are bound to be reflected in volume.

However, any manager with the real interest of the industry at heart will exert himself to the fullest to prevent economic waste, not only because it affects values and profits but also because it is waste.

In the final analysis consumers will decide the practicability of the plan by

their support or their neglect. If they desire to purchase meat in packages because they feel quality is more uniformly maintained; because they believe the manner of selling and handling to be more sanitary; because they may be more quickly served; because the meat is more satisfactorily trimmed than some meat they have bought; because packages are neater when wrapped up; because they can with greater assurance order over the telephone or send their children to the store; because prices seem reasonable;—for these and other reasons they will support the plan. If they find that the things that appeal to them in meat buying are lacking in packaged meat and they find greater satisfaction in buying as they have previously bought, they will probably fail to give the idea their support. At all events the housewife will decide the matter, for no plan can be successful without her support.

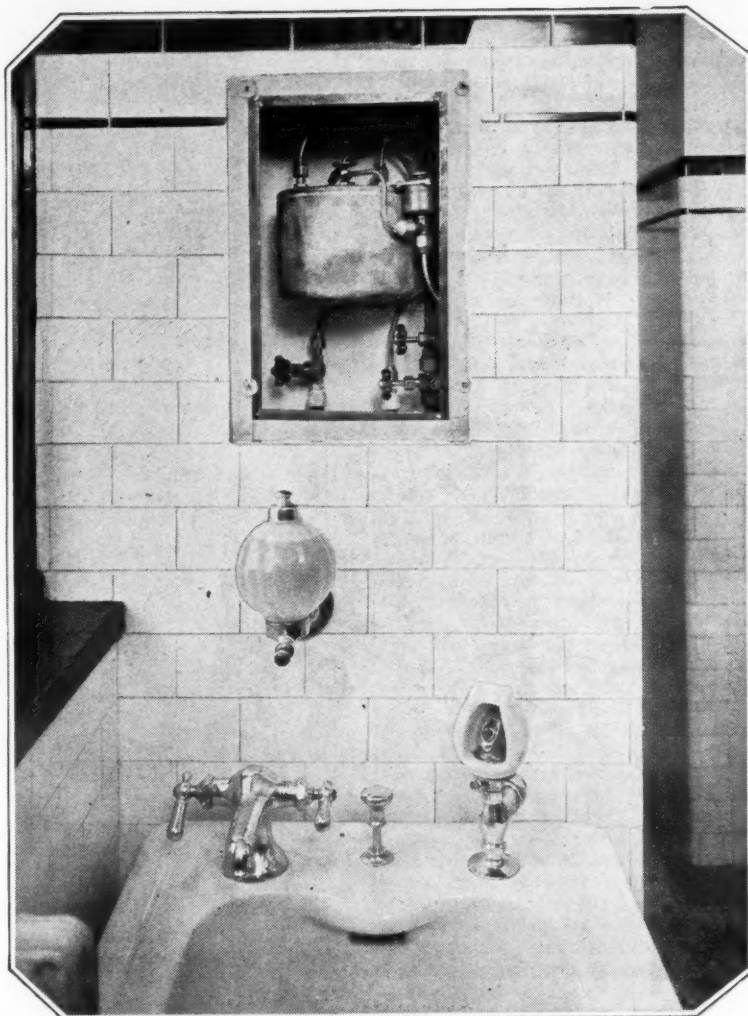
Up to the present time it can hardly be considered beyond the early stage or experimentation, regardless of the fact that many experienced meat men, including retailers, see advantages in it.

Operators of regular meat markets are studying the plan and wondering what their position will be in the event this evolution in meat retailing becomes general. A great deal depends upon the independent retailer himself. If he recognizes an imminent change and adjusts his business to it he will without doubt retain his place in meat distribution. Competent retailers constitute the logical class to distribute meat to consumers in whatever form they desire to buy it.

While methods would be different many of the problems would remain the same and he has the contact with consumers now and often the confidence of those he serves. Were retailers as a class to adopt this new idea there would be no question as to the outcome, since their influence is great; should they as a class actively oppose it, its chances for success at this time would be materially reduced. Neither of these things are liable to happen in a general way as far as information at this time suggests. The efficient retailer who serves the best interests of his customers contributes liberally to the economics of marketing and has earned the right to continue to do this regardless of any change in methods. The suggested experiments in a new way to distribute meats at retail are worthy of close study by all interested in retailing.

We shall have to await the passing of some time before definite results from the discussed problems are fully and accurately known.

Temprite Coolers Soothe Parched Virginny Throats



Richmond, Va.—Installation of Temprite coolers was made by the Sales Corporation, distributors, in the new 26-story Central National Bank Building here. The job is a remote installation of 26 Model 35-W Temprites.

The cooling units are concealed in the wall behind the mirrors. Instead of the usual two faucets on the lavatory for hot and cold water one of the faucets is replaced by a drinking jet, connected with the cooling unit above. A duplex faucet is used for the hot and cold water. The lavatory drain also acts as

the drain for the waste drinking water. The cost of a separate drinking fixture and considerable installation expense was eliminated in this installation yet drinking water is readily accessible.

Cold drinking water made available on every floor adds considerably to the desirability of the Central Bank Building and is an important factor in attracting tenants.

Virginia summers are usually hot and properly cooled drinking water is even more important in the South than in some other parts of the country.

PACKAGED

Meats Prove Lively Topic at N. Y. Meeting

(Concluded from Page 1, Column 1)

standing difficulty and within a short time could recommend equipment which would give positive satisfaction during twelve months of the year. Of the 20 to 25 better-grade refrigerating cases now manufactured, he stated that their performance was not up to the necessary standard during the hot months.

During the discussion which followed his remarks, Mr. Harper stressed the importance of sanitation, saying that government inspected packaged meats were far safer than fresh meats in many circumstances, especially in the rural sections where local inspection is negligible.

Last on the list was George Kramer, president of the National Association of Retail Meat Dealers, Inc. As might have been expected, Mr. Kramer didn't agree with the other speakers at all. He had the courage of his disagreements, however, and produced arguments to prove that fresh meats handled in the good old-fashioned way are greatly superior to either fresh pre-cut meats or quick-frozen meats. First of all he pointed out that the organizations marketing fresh pre-cut meats couldn't make money, or even if they could make money, the dealers they supplied couldn't, which would eventually topple the whole structure anyway. He had some figures in regard to shrinkage of pre-cut meats that sounded alarming at least. He even alleged that the fresh packaged meats were being sold in violation of the Sabbath closing law.

Having disposed of the fresh packaged meats, Mr. Kramer turned his attention to quick-frozen meats and was just as gloomy in discussing their future. "Is the quality of frozen meats better than fresh meats?" he asked. "Everyone who is acquainted with the facts and who has tested the palatability of the frozen product will say—No," he replied before anyone else had a chance to answer him. Having disposed summarily of that question, he took up the price question and argued that quick-frozen meats never can be sold at a price that will attract the consumer. He also intimated rather unkindly that some brands of quick-frozen meats do not meet certain Government tests. In closing he said:

"I believe that the meat merchant who applies himself to developing his own business, holding an open mind and analyzing present business trends, will more satisfactorily meet the demand of the consuming public, and is in the business to stay and will continue to serve the public natural fresh meats in their full flavor and palatability."

MILWAUKEE

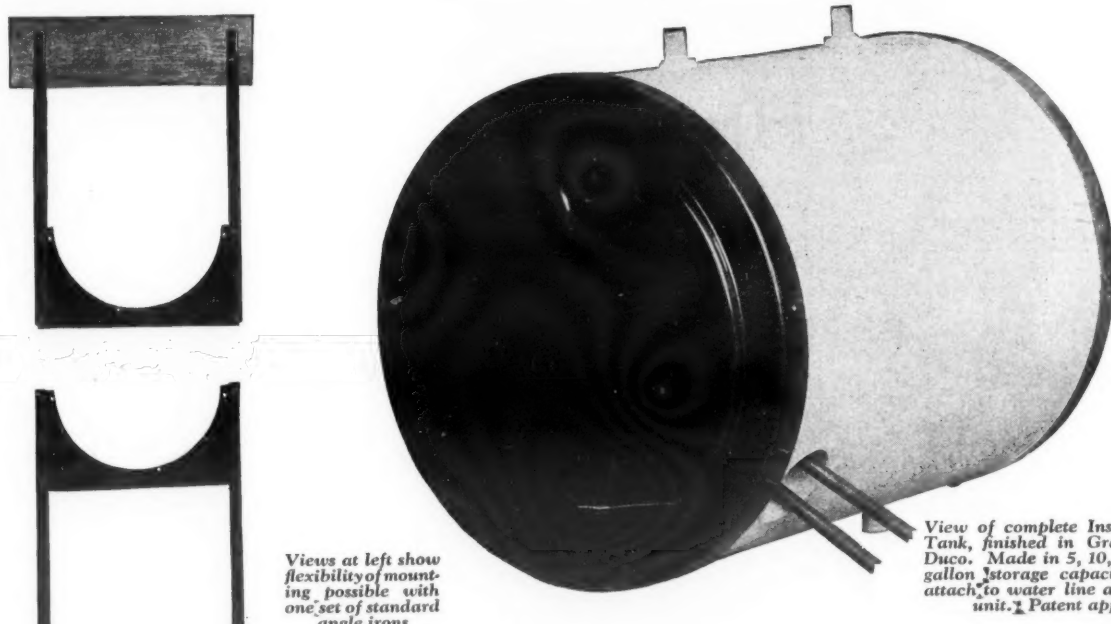
DISPLAY refrigerators and wall coolers in colors to match are now being offered to grocers, butchers, etc., by the Milwaukee Refrigerator Co., 1119 24th St., Milwaukee, Wis. Four two-tone color combinations may be had in the equipment, namely, cream trimmed with green, white and black, green and black and white and blue. The similarity in color is carried out in both display refrigerator and cooler, where both are installed in the same store.

Three counter models in various lengths are now available in all porcelain construction. These display refrigerators are insulated with three inches of corkboard and the display front is of three courses of one-quarter inch plate glass set in with special gaskets made of sponge rubber for sealing in the air between the panes. Storage space in the base of these cases can be refrigerated for keeping large supplies of meats.

One of the new models winning favor in the field is the base display refrigerator counter, which has two separate compartments, the upper for meats, and the lower for vegetables, milk, etc. The base display is visible through a large sheet of glass, which extends across the front of the case. The lower compartment is large and enables the grocer to set up a large display of perishables, the vegetables retaining their freshness and natural color over long periods of time. Separate coils are used in each of the compartments. The wet storage system in the base maintains a constant temperature suitable for keeping the products. This model is particularly suited for the neighborhood grocer or butcher who have found dealing in vegetables a losing proposition on account of the loss encountered by spoilage.

The wall coolers are of all porcelain construction and are offered in a number of sizes.

Harry Blecher is president of the Milwaukee Refrigerator Company. Other officers are Paul Porter, treasurer, and Earl Shirk, sales manager. Mr. Shirk was formerly with the Shirk Refrigerator Company.



Views at left show flexibility of mounting possible with one set of standard angle irons

View of complete Insulated Cooling Tank, finished in Gray and Black Duco. Made in 5, 10, 30, 40 and 50 gallon storage capacity. Ready to attach to water line and condensing unit. Patent applied for.

DAY & NIGHT STORAGE WATER COOLERS

THE Day & Night Insulated Cooling Tank makes it possible to transform any ordinary bubbler installation into complete automatic water cooling system. Drinking fountains in public buildings, offices, factories, hospitals, and all other types of buildings can be equipped with Day & Night Insulated Cooling tanks at a minimum of expense for installation and upkeep.

Day & Night Insulated Cooling Tanks may be operated with any compressor unit and are particularly adaptable to all types of installation when the water cooling system is operated in multiple with refrigerators or other cooling equipment.

Write for complete bulletin illustrating many different models.

OAKLAND, CALIF.
421 20th St.

Stocks Maintained At
SEATTLE, WASH.
1308 Stewart St.

SAN DIEGO, CALIF.
730 "F" St.

Day & Night Water Heater Co., Ltd.
Water Cooler Division

2320 E. 8th St.

Los Angeles, California



ELECTRIC REFRIGERATION NEWS

Registered U. S. Patent Office.

The business newspaper of the refrigeration industry

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FIFTEEN CENTS PER COPY
TWO DOLLARS PER YEAR

In Two Parts—Part 1

The Light Fantastic



LEADERS OPTIMISTIC AS RECORDS TOPPLE AT HALF WAY MARK

Prosperity, Confidence Denoted
in Statements of Executives

Detroit, Mich.—The electric refrigeration industry goes into the third quarter of this tempestuous year, with sales exceeding those for the first half of 1929. Reports from the various manufacturers show that the industry as a whole is ahead of last year, although not every company has contributed its due proportion to this desirable state of affairs.

Optimistic statements from two of the leaders appear on this page and reflect the general mental attitude of the industry. At a time when so many industries are struggling to hold their ground, this industry is forcing its way ahead, and setting records better than those of the booming times of 1929. The public demand for the electric refrigerator shows no sign of abatement. New manufacturing organizations are planning to enter the field in the next few months.

GENERAL ELECTRIC SALES SHOW LARGE INCREASE

Cleveland, Ohio.—The electric refrigeration industry can face the last half of this year with optimism and renewed confidence.

That is the opinion of P. B. Zimmerman, sales manager for the electric refrigeration department of the General Electric Company, expressed upon his return to Cleveland following a series of meetings with west and middle west distributors whom he visited after the National Electric Light Association convention in San Francisco.

"In our own business we are showing a most satisfactory increase," he announced. "The first six months' sales are away ahead of last year, and due to our selective market plan, our program for sales training, our extensive promotional work, I can see no reason why the last six months should not be even better than the first half of the year."

"At the National Electric Light Association convention it was indicated that the electrical industry will spend a billion dollars this year in improvements and extension of service. This alone augurs well for the electric refrigeration

industry. No group has been more active than the light and power companies. No service has had such reduction in cost as electric service. At the same time the power companies have shown the highest percentage of all sales outlets this year for electric refrigerators.

"Ranking high in service afforded by electrical appliances is the electric refrigerator, which pays for itself in true economy and health. It is the recognition of this fact that makes us feel that we can enjoy a great increase in business this year."

"It is true that we are facing a period of a more experienced market. Sound values are more and more appreciated. But a new service such as electric refrigeration, which now has only a 10 per cent saturation, will be employed by a greater number. The only problem is to find the best market, and we are doing this through our selective market plan. That is the advantage of selling a specialty. The regular merchants must talk to the same people—the same class of buyers—whereas we are able to direct our sales attack upon a selected market."

"Wherever our plan is carried out, big increases in sales are being made. With the right kind of retail stores, properly located; with salesmen trained through our 'incubator service,' and equipped with new selling aids, and with our tremendous advertising and sales promotion campaign, those men are coming through. An instance of what sales training means is found in a young man who, two months ago, was making \$16 a week working in a bank. He sold 24 refrigerators, separate sales, last month."

"For the man who has the ability, the electric refrigeration industry offers an opportunity to demonstrate what he can do. In this industry he can prove himself quickly. It offers an opportunity to young men to develop creative sales power and gives them an opportunity to immediately earn."

"Today we have a recognition on the part of users of the value of our product. With users in 600,000 homes, we have a great force and influence on prospective sales."

"We are convinced that those who can offer sound values can look optimistically ahead to increased business because we believe electric refrigeration is one of the most satisfactory services offered anywhere today. Purchasers are most delighted with this new type of service and they become enthusiastic boosters for it."

Mr. Zimmerman said that the inventory condition of the electric refrigeration department of the General Electric Company was most healthy, having the lowest inventories in months.

ELECTROLUX GIRLS DANCE WAY TO FAME AT BALL

Lowell, Mass.—Refrigeration personified by nineteen young girls annexed a new honor at the annual Kiwanis Ball, an outstanding yearly social event in Lowell. The Electrolux steppers won favor with the jovial crowd, which applauded their offerings. As a result, refrigeration won for the Lowell Gas Company first prize at the ball.

Sid Hayes was the originator of the costumes and the skit which sent Electrolux from the display room to the ball. Catchy steps by the girls caught the eye of the crowd as they presented the message of refrigeration. One of the girls cavorted about encased in a refrigerator which was a cardboard replica of the Electrolux EL-5B. She was the center of attraction in both photographs and apparently the part of playing the refrigerator has many good points after all. On the sides she is flanked by pretty misses in white skating costumes, trimmed with snowballs. These cool white costumes made an effective tie-up with the idea of refrigeration. In one of the photographs each girl holds in her hand a large letter that helps spell the message of the "Flame that Freezes." In the other photograph the letters are so arranged as to spell the name of the Lowell Gas Company, sponsors of the skit.

Winning first prize at the Kiwanis Ball is an honor well recognized in Lowell, and the Electrolux's histrionic venture in that city will no doubt bring many prospects for refrigeration.

FRIGIDAIRE BRINGS OUT NEW LOW PRICED MACHINE

Dayton, Ohio.—Frigidaire Corporation has announced a small, new model to meet the increasing demands for a low-priced refrigerator. The new Frigidaire which is now on display is priced to sell at \$157.50 (cash price) F. O. B. Dayton.

This model is equipped with the famous "Cold Control" for quick freezing of ice and desserts. Its location, however, has been changed from the compressor compartment to the panel at the left of the door opening to the food compartment at all times and is easily accessible. Locked machine compartment is a feature which has been incorporated into the latest Frigidaire offering. The compressor is completely enclosed in the bottom of the cabinet and the locked door prohibits access by children. The cabinet is finished in a beautiful

gray porcelain-on-steel inside and out. It has four and a half square feet of storage space. Shelves are elevated, making them easy to reach.

Announcements of the new Frigidaire were carried in daily papers on July 15. In Detroit, large space was devoted to this model by the Frigidaire Sales Corporation and many Detroiters visited the display in the General Motors Bldg. Reports from other cities also indicate wide acceptance of this low-priced refrigerator.

Factory officials are now in the field conducting sales meetings for distributors, dealers and salesmen. Plans for merchandising the new model are being taken up at each of the conferences.

COPELAND BUSINESS GOOD AT END OF SIX MONTHS

Mt. Clemens, Mich.—Copeland Products, Inc., reports very satisfactory business volume for the first six months of the calendar year. The company's net sales for the first six months, ending June 30, were 43 per cent above the first six months of 1929. Actual unit shipments for this period were 35 per cent ahead of the same period last year, and unfilled orders on June 30 were 94 per cent above unfilled orders as of June 30, 1929.

The fact that net sales for June were 106 per cent above 1929 indicates that business is well sustained in the face of seasonal tendencies.

Copeland's expansion during the first six months is accounted for, according to officials of the company, by a number of factors. It is evident that the tremendous amount of sales effort and advertising devoted to electric refrigeration for a number of years past has had a cumulative effect, as a result of which the public generally is sold on the desirability of electric refrigeration, and so thoroughly sold that they are buying liberally in the face of generally depressed conditions.

Copeland's plans for 1930 were based upon a careful study of the features in electric refrigeration that had the greatest appeal to the buyer, and the Copeland 1930 line was designed to meet certain specific requirements.

Careful study was given by Copeland during 1929 to those conditions which contributed to the success of distributors and dealers, and adjustments were made in Copeland policies and products which would make the Copeland franchise attractive and profitable to distributors and dealers.

(Concluded on Page 8, Column 4)

GEORGIA POWER CO. GOES OVER THE TOP IN SALES CAMPAIGN

Atlanta Men Exceed Million-
Dollar Mark Again

Atlanta, Ga.—The Georgia Power Company again has gone over the top in its electric refrigeration sales drive, which closed July 3, with total sales reaching the \$1,039,955.00 mark. General Electric domestic models were featured, with General Electric and Kelvinator commercial equipment.

With a quota of \$850,000, the sales force was ahead of quota throughout the campaign and closed the fifty-two day drive in a blaze of glory.

Last year the same company sold more than a million dollars worth of refrigerators during its late spring drive, and then went out in September and sold \$360,000 more.

A well-organized campaign was laid out well in advance, with quotas established, as to division, district and individual store. Then the sales force, numbering about one hundred, was schooled in the campaign plan, every detail being explained before the opening of the sales drive. The advertising schedule was prepared for newspapers, a series of direct mail letters worked out, and outdoor, store and window displays decided upon.

(Concluded on Page 13, Column 1)

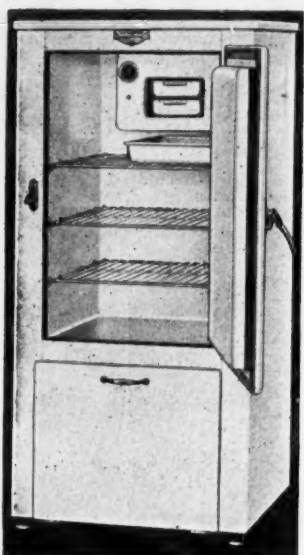
WILLIAMS PREPARING FOR CONVENTION IN AUGUST

Bloomington, Ill.—The big Williams family of dealers and distributors is scheduled to meet here on August 18-19 for its 1930 convention. Plans and policies of the Williams Oil-O-Matic Heating Corporation will be taken up on these two days. Preparations are being made for a large attendance, as many of the dealers and distributors of Ice-O-Matic refrigerators and Oil-O-Matic oil burners have indicated their intentions of making the trip to Bloomington.

Judging from the earlier reports, many of the Williams men are planning to bring their wives and children. Entertainment for the feminine visitors will keep them on the go during the two days so that there will be no "Williams convention widows."

Refrigeration on Parade





IT'S HERE

It's Beautiful

The NEW WAYNE ELECTRIC REFRIGERATOR

Complete With Cold Control... **\$149⁵⁰**

A proven high quality compressor with hold over brine tank in a beautiful Seeger cabinet shipped complete in one package.

THE WAYNE HOME EQUIPMENT CO., FORT WAYNE, INDIANA

WAYNE

ELECTRIC REFRIGERATOR

OHIO UTILITY EMPLOYEES EXCEED CAMPAIGN QUOTA

Cleveland, Ohio—Leaping over the hurdles of cold weather and economic depression sales resistance, the Ohio Public Service Co. brought to a successful close its first all-employee refrigeration campaign conducted during the months of April and May, by selling 1,507 electric refrigerators, seven more than the quota.

Officials of the Ohio Public Service Co., which furnishes electrical service to 259 Ohio communities, were highly elated over the success of the campaign. The addition of the 1,507 new refrigerators brings the number of refrigerators on the company's lines to the comparatively high figure of more than 15 per cent of saturation, according to C. L. Dunn, merchandise manager.

By a system of remuneration for names of prospects (with whom sales were later closed) turned into the New Business department, every employee of the company had the opportunity for profitable participation in the campaign.

Company employees were encouraged to buy electric refrigerators themselves (paying for them at the rate of five dollars a month) on the theory that satisfied users are the most effective form of advertisement.

The nine divisions of the company accepted quotas based on the number of the firm's domestic and commercial customers in each particular district. In each division the New Business manager apportioned his quota among the members of his sales force.

Salesmen making the greatest percentage of the quota in each division received slices of a company cash bonus melon.

In addition, a jackpot, created by salesmen's contributions of one dollar for each unit of their quota unfilled at the close of the campaign, was divided

among the highest three salesmen in the company.

The 1,507 electric refrigerators sold during this campaign will increase the power sales of the Ohio Public Service Co. approximately 750,000 hours yearly, and will add some \$30,000 to the yearly gross revenue.

Final standings (per cent of quota achieved) of the divisions were as follows: Sandusky, 151.3; Port Clinton, 144; Massillon, 113.4; Ashland, 107.9; Warren, 105.6; Elyria, 102.6; Lorain, 94.2; Mansfield, 75; Alliance, 56.7.

Upon reaching their quota, or double their quota, salesmen became members of the 100 per cent and 200 per cent clubs, and received membership cards attesting to their feats.

By selling 49 refrigerators, H. L. Foster, of Sandusky, led all territory men in sales, and sold 220 per cent of his quota. Other members of the 200 per cent club were G. C. Rubenson, of Warren, and J. M. Roberts, of Massillon.

Territory men who sold 100 per cent or more of their quotas were: V. O. Moore and W. F. Newkir, Alliance; Stanley Kurtz, R. Bowyer, D. Eberwyne and R. A. Ackerman, Ashland; John Burke and E. F. Cheetham, Elyria; L. D. Lewis, F. J. Dehwan, N. E. McFarland and D. M. Crandall, Lorain.

J. A. McDermid, O. Waeffer, A. C. Whitacre and C. J. Kilcher, Mansfield; G. E. Ferrell, L. F. Merritt and M. J. Smith, Massillon; Ray Bordeaux and E. C. Dalmaine, Port Clinton; J. J. Schweitzer, M. E. White, A. Bickley and C. H. Smith, Sandusky; R. L. K. Barnett, R. F. Sproull and C. F. Bruce, Warren.

Contributing factors in the success of these men were the tips furnished by members of the Distribution, Production and Office departments. High-ranking tipsters were:

Distribution department—Al Risch, Port Clinton; Ralph Hoffhines, Warren; R. L. Clark, E. S. Beekman and Adam Simmers, Mansfield; Atwell Garries, Sandusky; Clarence Wolf, Lorain; T. Dobson, D. W. Lash and Carl Fridline, Massillon; F. A. Winbigler, Ashland; Lloyd Bossert, Alliance, and D. T. Johnson, Elyria.

Production department—Carl Gurtz and John Kline, Sandusky; Lee Franks, Henry Thomas and George Jeffers, Warren; W. B. McCormick and William Johnson, Lorain; Hugh Crawford, Mansfield.

Office department—Esther Polta, Sandusky; Helen Jamison, Warren; E. E. Ferguson, Lorain; Elmer Probel, Port Clinton; Walter Scott, Alliance; Louis Mansfield, Ashland; Francis Aiken, Elyria; Ethel Molls, Massillon; A. O. Fraley and Raymond Holmes, Mansfield.

MISSOURI POWER DRIVE BOOMING; NEARS FINISH

Kansas City, Mo.—The Missouri Power & Light Company is conducting a two-months' campaign on electric refrigeration. Under the direction of C. J. Prashaw, supervisory commercial manager, the campaign has taken the form of a "battle royal," staged between commercial managers at Kirksville, Brookfield, Moberly, Boonville, Clinton, Mexico, Excelsior Springs and Jefferson City, and cut up into eight "rounds" of one week each. The opening gong was sounded in the earlier part of June and the finale is set for July 31.

A quota of 200 refrigerators was set for the two months, but the sales for the first three weeks exceeded 175. A large number of prizes are being awarded: to the commercial manager whose district has the greatest percentage of quota, \$75; second, \$40; third, \$25. To the salesman that has the greatest percentage of quota, \$75; second, \$40; third, \$25. A ten dollar prize is being given each week to the salesman selling the greatest number of units during that week. Employees are also offered prizes for making sales. The leading commercial manager will be given a trip to Cleveland by the distributors of G. E. refrigerators.

ELECTRIC REFRIGERATORS LEAD APPLIANCE SALES

Boston, Mass.—Electric refrigerators exceeded all other merchandising items sold by the New England Power Association in total sales during the month of May, according to figures recently released by Arthur A. Sweeney, head of the merchandise sales department.

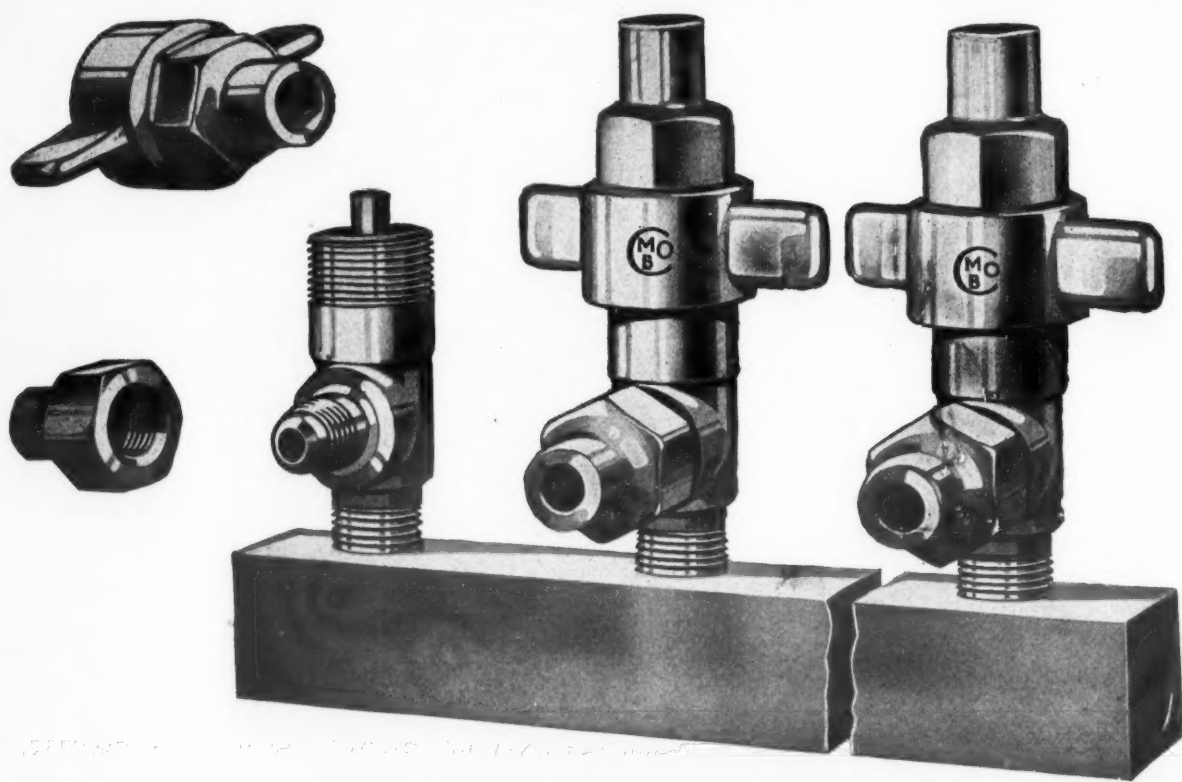
The sale of 495 electric refrigerators for \$136,622.63 surpassed all previous sales records. In conjunction with the campaign, the Narragansett Electric Co., of Providence, R. I., developed an employee school, and featured two-year free service on Kelvinators.

Electric ranges ranked second among the merchandising items sold in May, with 258 sold for \$35,080.47. Vacuum cleaners were in third place, washing machines in fourth, and flat irons in fifth.

GREAT STUFF

"Have read every issue since the first one—great stuff."—W. Howlett, Utica, N. Y.

THERE IS NO POSSIBILITY OF REFRIGERANT SEEPAGE *in your Multiple Installations when you use* THE MUELLER MANIFOLD



Mueller Manifold for Multiple Installations

This manifold is furnished with 1-4 in., 3-8 in. or 1-2 in. angle valves which are securely sweated to the header. The header is of a special alloy, seamless drawn, square brass tubing. It is designed particularly to withstand high pressure.

Mounting clips are furnished with each set.

Flared tube nuts are assembled on each outlet at the time of manufacture to protect the accurately machined seats and to insure perfect contact for the tubing.

Valves are equipped with combination wing seal cap and wrench for convenience of operation and safety when not in use.

WE MANUFACTURE A COMPLETE LINE OF VALVES AND FITTINGS
AND CAN SUPPLY YOUR EVERY REQUIREMENT

Mueller Valves and Fittings are approved by the Underwriters' Laboratories of Chicago.

Mueller Brass Co.

PORT HURON, MICHIGAN

THREE GENERATIONS OF BRASS MAKING

Madrid Taking to Refrigeration



MECHANICAL refrigeration is making rapid progress in Spain, and apartment owners find it one of the best conveniences to include in their buildings. The Madrid office of A. B. Elektrolux has succeeded in securing an order for 84 Elektrolux refrigerators from Perez Pla, one of Spain's leading builders. These units have been installed in the kitchens of five apartment houses on one of Madrid's principal streets, Ave-

nida Eduardo Dato. The photo shows one of the buildings in the course of construction. A large poster announces that Elektrolux refrigerators are being installed.

Headquarters for Elektrolux are at Stockholm, Sweden. A number of branch offices are maintained in Spain at the following points: Barcelona, Bilbao, La Coruna, Oviedo, San Sebastian, Sevilla and Valencia.

There are few families who can't afford
the Economical General Electric.

It has the money-saving MONITOR TOP

YOU'LL meet them. Everybody does. People who say "No". People who think they can't afford one. People who haven't yet been told what real economy there is in owning the General Electric.

Millions of advertisements each month are explaining what it means to have all the machinery sealed in steel—protected so completely in the Monitor Top that air, dirt and moisture can't possibly get at it. Magazines, newspapers, direct mail booklets, and folders are letting your prospects know

what this means in efficiency, in dependability, in economical operation.

Talk dollars and cents to your prospects. When they realize that the protected mechanism of the Monitor Top freezes all their ice cubes, and frozen desserts, keeps their

milk from souring, their food from spoiling—and operates for only a few cents a day—people who have said "No" often say "Yes"! Electric Refrigeration Dept., General Electric Co., Hanna Bldg., 1400 Euclid Ave., Cleveland, Ohio.



GENERAL ELECTRIC

ALL-STEEL REFRIGERATOR

ELECTRIC WATER COOLERS

COMMERCIAL REFRIGERATORS

ELECTRIC MILK COOLERS

Join us in the General Electric Program

broadcast every Saturday Evening

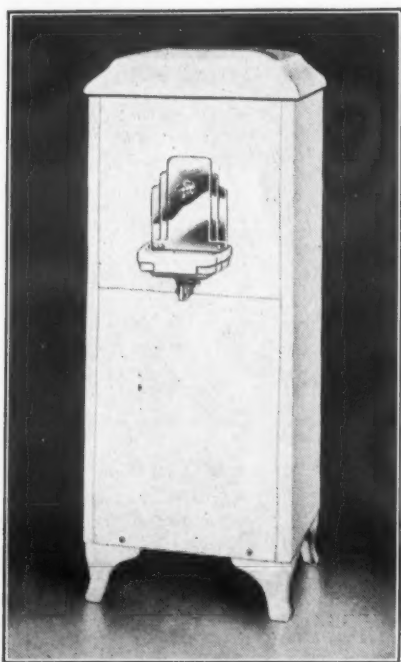
on a nationwide N. B. C. network.

The KELVINATOR Line Dominates the Field in Adaptability, Efficiency and Economy

Domestic Refrigerators—Apartment Refrigerators—Water Coolers—Refrigeration for Meat Coolers—Refrigeration for Display Cases—Bottle Coolers—Beverage Coolers—Refrigeration for Floor Coolers—Ice Cream Cabinets—Multiple Water-Cooling Systems—Refrigeration for Milk Coolers

ONE of the most important features of the Kelvinator franchise is that Kelvinator provides electric refrigeration equipment for virtually every refrigeration application. The Kelvinator dealer can step up to any prospect knowing that the comprehensive Kelvinator line enables him to satisfy, unquestionably, the refrigeration requirements of every user of refrigeration.

Kelvinator—the refrigeration



Kelvinator Water Cooler Model CW40
for direct connection to city water mains



In the meat market, for example, one Kelvinator Condensing Unit can be used to furnish refrigeration for display cases, coolers, dairy refrigerators, etc.

pioneer—has 16 years of experience behind it. Kelvinator was first to present the Cross-Fin Cooling Coil—a more compact cooling unit which greatly increases cooling efficiency and reduces dehydration to the minimum. It was first, too, to present the new heavy-duty condensing units which amplify the dependable service always typical of Kelvinator refrigerating equipment.

Throughout the Kelvinator line the features of proved reliability, economy and adaptability are readily apparent. The profit opportunity represented by the Kelvinator franchise is unequalled in the industry. Interested dealers will do well to write for complete information.

KELVINATOR SALES CORPORATION, DETROIT, MICHIGAN
KELVINATOR OF CANADA, LIMITED, LONDON, ONTARIO
KELVINATOR LIMITED, LONDON, ENGLAND

Chicago City Council is Packed with Personality and Dynamite

EXCITEMENT in large bundles was being passed around the refrigeration industry a year ago at this time when representatives of every conceivable phase of the business were sweating around committee tables, vainly striving to produce a refrigeration code for Chicago that would satisfy all of the warring groups.

Roll calls at meetings of the "manufacturers" (usually held in the Chicago Electric Club, although smaller groups met in many nocturnal hotel room sessions) sounded like a reading of the ELECTRIC REFRIGERATION NEWS Directory.

And when the Chicago City Council's health committee, or its subcommittee, conducted public hearings, to the group of makers of refrigeration units and equipment were added representatives of the ice industry and of all the unions whose members are concerned with installation and servicing.

It was quite a mob and, as such regular patrons as E. T. Williams of Servel, Glen Muffy of Copeland, R. E. Smithson of Frigidaire, C. C. Spreen of Kelvinator, Harry Hayes of Absopure, George Bright of the ice associations, and Fremont Wilson, unattached, will testify, the meetings usually ended in a free-for-all brawl.

After week upon week of conflicting testimony and confused reports, the subcommittee of the health committee of the Council reported favorably upon the ordinance submitted by Gerald F. Gearon, of the Boiler Inspection department. Inasmuch as this ordinance corresponded roughly to the ideas approved by the manufacturer's committee (which was so suavely represented by genial, impelling Senator Essington) the captains and kings of the mechanical refrigeration army broke camp and departed, never more to return.

In the meantime, according to predictions, the Health Committee recommended the Gearon ordinance. A minority report recommended the ordinance supported by Dr. Arnold H. Kegel, Chicago Commissioner of Health—the firebrand of commanding personality who started the conflagration in the first place, and who has kept matters ablaze ever since.

Code Juggled

As reported in successive issues of the NEWS, the code has been juggled and tossed around like a basketball by the Council itself, and is now resting peacefully in the archives of the Health Committee.

To the refrigeration world-at-large all of the tumult and shouting stirred up at Chicago have been as hard to understand as Herr Einstein's notions of time and space, or why women wear furs in the summer and clothes as thin as cafeteria bread in the winter.

Other cities have studied the recent developments in household refrigeration, and have revised their old codes or devised new ones without raising any fuss or wasting any more time or attracting more attention than would attend a change in the parking regulations.

But the Chicago Council, as those refrigeration men who were stationed

along the firing line last summer will testify, is as peculiar as a selling organization which has no turnover of salesmen, and as unpredictable as a woman driver.

First of all, the Council is concerned with the business of making a show. There are 50 aldermen, and many of them harbor political aspirations. In Chicago, as elsewhere, publicity is the Open Sesame to the door of public opinion. And, like all good showmen, the Windy City aldermen relish the spotlight of public attention as much as all good journalists are supposed to relish the smell of printer's ink.

Gallery Filled

So famed for fireworks have become these Council sessions that the gallery of the Council chambers is nearly always packed with spectators. The doors to the gallery are closed until half an hour before the Council meets. When the uniformed guard opens the gates, the flood of humanity pours in pell-mell in a cane-rush scramble for seats.

Once seated, the crowd settles back upon its haunches and awaits the beginning of hostilities. After repeated urgings in a loud but understandable voice from the venerable clerk (who looks as if he had stepped out of the pages of a Dickens novel), the Council members emerge from the smoke-hazy antechambers and make a pretense of taking their seats. The latter are arranged in a semi-circle facing a high rostrum, and have the appearance of glorified schoolroom desks.

In the pulpit of the rostrum is the clerk. He is flanked on his right by the official reporters, who take the proceedings down in shorthand. On his left are the chief City Hall reporters of the Chicago Tribune, Daily News, American, Herald-Examiner, Times, and Press Bureau.

Theoretically these cynical gentlemen are seated in this left wing. Actually they are wandering all around the chamber, pumping and backslapping aldermen to get stories, and occasionally pricking up practiced ears to pick up the trend of action.

Behind the pulpit, elevated like and much resembling a theatre box, is the dais upon which sits Hizzoner the Mayor, backed up by important-aided henchmen. To start the show the Mayor tries out his battered gavel upon his table, and introduces a minister of the gospel, who delivers an invocation.

While the clergyman is praying that Divine guidance be given to the aldermen, the latter are grouped about the

(Continued on Page 8, Column 5)

The EBCO Mill Type FOUNTAIN COOLER is DOUBLY PROTECTED



More than 500 units like the above picture are installed in The Carnegie Steel Mills.

Write for Full Details

THE D. A. EBINGER SANITARY MFG. CO.
COLUMBUS, OHIO

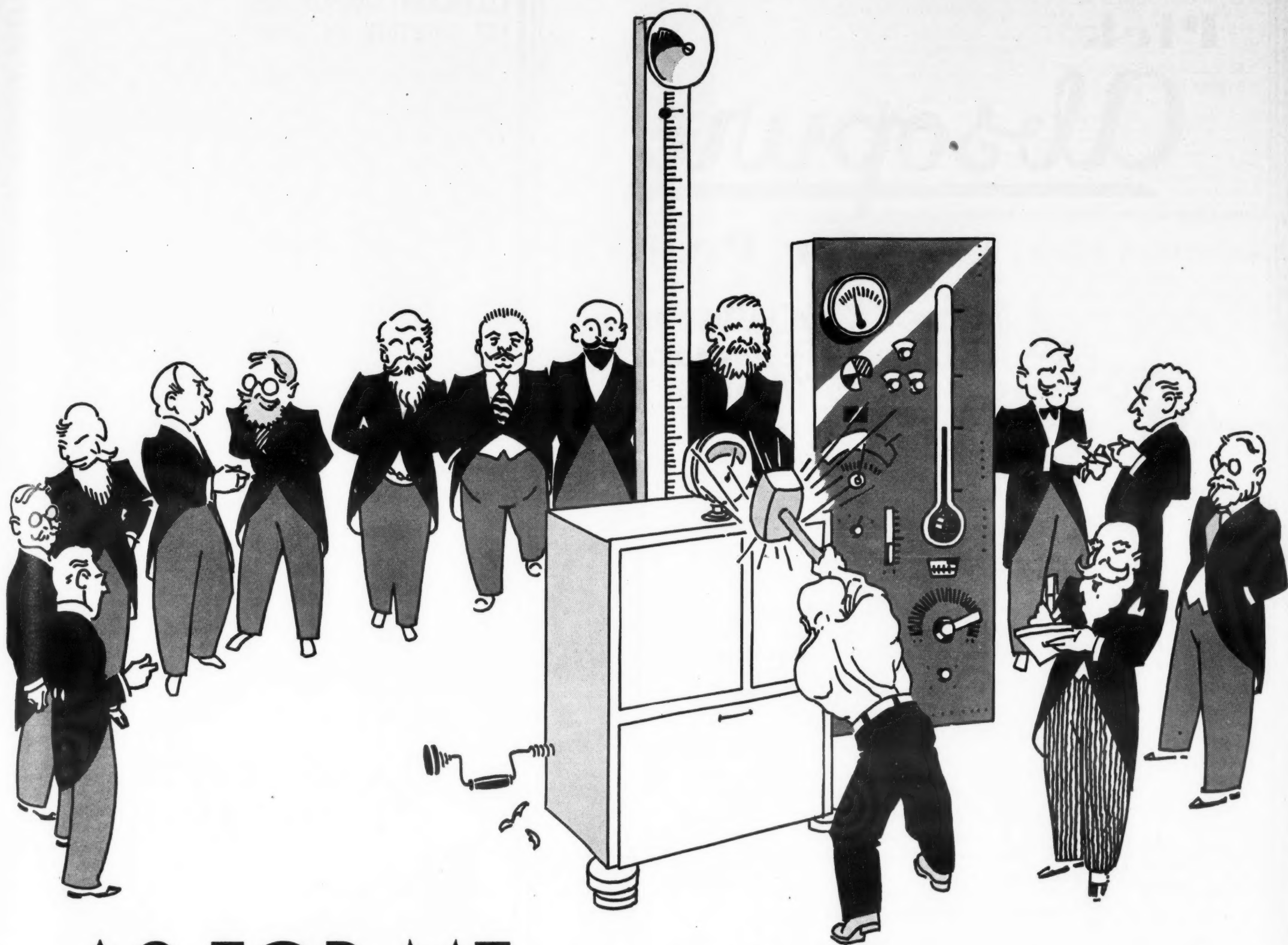
Manufacturers also of Ventilated Closets, Urinals, Round Wash Sinks, and Steel Compartments for Toilet Rooms.

"EBCO"

DESIGNED especially to meet the conditions in industrial plants, the EBCO is distinctive in its unusual features. It is insulated against excessive heat and cold—the compressor is contained within the cabinet—easily accessible and the mechanism protected. This type cooler permits individual service to each department and provides the utmost flexibility without heat losses in circulated cold water lines. No lost refrigeration to pay for.

Equipped with "EBCO" automatic pressure regulating Stream Control Valve." Positive regulation for varying pressures "without waste of water."

The cast iron pyramid top is a safety feature—no tools, etc., can be laid on this top to fall off on some one drinking.



AS FOR ME

"I prefer the Sledge-hammer test"

PROF. WILLOUGHBY, B. S. M. S. PH. D.

"There are various and sundry methods of selecting a refrigerator insulant. There is the 'bump test' to determine the ability of a certain cabinet to withstand the punishment of a kitchenette. There is the 'drop test' for movers . . the 'bomb test' for midnight lunch burglars and many others. As for me . . I prefer the 'sledge hammer' test. By beating a refrigerator to pieces I can more accurately determine whether or not the insulant will protect the food in the refrigerator . . not against heat penetration necessarily . . but against crushing or natural collapse."

Scientifically, the "sledge hammer" test of Prof. Willoughby, B. S., M. S., Ph. D., while interesting from a standpoint of statistics, leaves much to be desired from the standpoint of food protection . . and economical refrigeration. In developing Dry-Zero, our engineers have

been brazen enough to assume that the cabinet manufacturer knows how to make cabinets of sufficient strength to withstand normal household usage. After a thorough research which revealed very few cases in which a refrigerator was thrown more than 20 yards or dropped more than seven stories, it was decided that the fundamental purpose of any insulant was to stop heat penetration.

As a matter of information, we would like to know if this assumption is correct. Dry-Zero, according to U. S. Bureau of Standards tests, is the most efficient insulant known to science. If structural value in the insulation is more vital to successful refrigeration than insulating value, permanence, and resistance to moisture, we are sure our engineers could develop a new Dry-Zero with reinforced concrete or welded steel girders.

DRY ZERO CORPORATION, 130 N. WELLS STREET, CHICAGO ILLINOIS

DRY-ZERO

THE MOST EFFICIENT COMMERCIAL INSULANT KNOWN

Pick

Absopure

-for Profit!

A Record! Over 1000 Absopure Electric Refrigerators in 5 Months!

Absopure Refrigeration Corporation

(1560-1642 Theodore Street
1561-1589 East Warren Av.)

Detroit

Moline 4700
Moline 3220JUNE TWENTY FOURTH
1 9 3 0Ernst Kern Co.,
Detroit, Michigan.

Gentlemen:

May we take this opportunity to express our congratulations on an achievement which we believe represents a record in the history of merchandising electrical refrigerators.

Your order number 2282, under date of June twenty third, represents the ONE THOUSANDTH Absopure Refrigerator sold in your store in the past five months.

The Absopure Refrigeration Corporation, in recognition of this most extraordinary accomplishment, is planning something of outstanding importance to every family contemplating the purchase of electrical refrigeration this year.

Our Sales Manager, Mr. J. S. Sarasohn, hopes to be able to have this announcement ready for your advertisement Monday, July seventh.

Yours very truly

ABSOPURE REFRIGERATION CORPORATION

Hiram M. Browne
Vice President.

EDB:ML



Wait!

**A Tribute to Value,
Economy, Quality, Service, Beauty.**

From Detroit News, June 30

THE outstanding value of the Absopure Line, Plus Intelligent Merchandising Cooperation From the Factory, Sold this 1,000 Refrigerators at Retail in One Detroit Department Store in 5 Months. The Same Opportunity is Still Open To a Few Dealers and Distributors.

The Absopure is

"PACKAGE MERCHANDISE"
PORCELAIN-LINED
GOOD-LOOKING
ECONOMICAL
STURDY

The Lowest List Price for a Quality Product and, an attractive discount make it—

- Profitable!

The BABY GRAND, steel, porcelain-lined, 4.3 cu., 8.2 sq. feet shelf, 49x26x21 3/4, has 2 trays (28 cubes each). Fastest freezing fully automatic unit built. It matches in value mechanical refrigerators listing at \$50 to \$120 more!



THE BABY GRAND—
List: \$150

FOR DETAILS, WRITE OR WIRE THE FACTORY

Absopure Refrigeration Corporation

Detroit

1560 Theodore Street

Michigan

CLEVELAND COMPETITORS
GET TOGETHER ON LINKS

Cleveland, Ohio—Distributors of electric refrigeration here are on mighty friendly terms, and they not only work together but play together. For the third time this season they have completely cast their business thoughts aside and emulated Bobby Jones on the links.

Those participating in the competition, in which birdies and pars counted more than total food capacity or all-porcelain finish, were: H. E. Markland, Kelvinator Sales Corp.; F. H. Cushman, Cushman Refrigeration Co.; W. F. Gray, W. F. Gray, Inc.; A. B. Mackinnon, Stoman-Mackinnon. Golf enthusiastic sales managers were: R. D. Russell, W. F. Gray, Inc.; L. I. King, Cushman Refrigeration Co.; A. E. Bottenfield, Kelvinator Sales Corp.; G. E. Miller, Cleveland Electric Illuminating Co. J. E. North, president of the Electrical League of Cleveland, led the attack of the refrigeration men on the greens.

Whether any startling scores were turned in by the representatives of Fridaire, General Electric or Kelvinator is not known. Perhaps the sales managers bested their bosses in foursomes, or vice-versa. The Cleveland men so far have not indicated their intentions of challenging the refrigeration golfers from nearby cities for matches on the green. Unlike Bobby Jones they appear to be contented to limit their conquests to local fields.

The golfers are all members of the Refrigeration Committee of the Electrical League of Cleveland, and the general plan is to hold the business sessions during luncheon at a country club and then adjourn to the course for activities far from the business nature.

These social contacts promote good-fellowship among the Cleveland distributors, and have done more to promote harmony and co-operation than anything else which has been attempted in that city during the last four years, since they have been meeting on the first Monday of each month to discuss problems

of mutual interest. Up to the present time these distributors and the Cleveland Electric Illuminating Co. have contributed nearly one hundred thousand dollars to the Electrical League's Education and Market Development Fund.

In spite of adverse business conditions, the Cleveland distributors report a very satisfactory increase in business over last year. They are striving for volume, but they are convinced that to trade dollars with the purchasers, if they take business from the other fellow at a loss, will not permit the local distributors' business to remain in a healthy condition. Their slogan is "A reasonable volume with a legitimate profit on each sale."

LANDEMARE SAILS FOR
FOREIGN POST

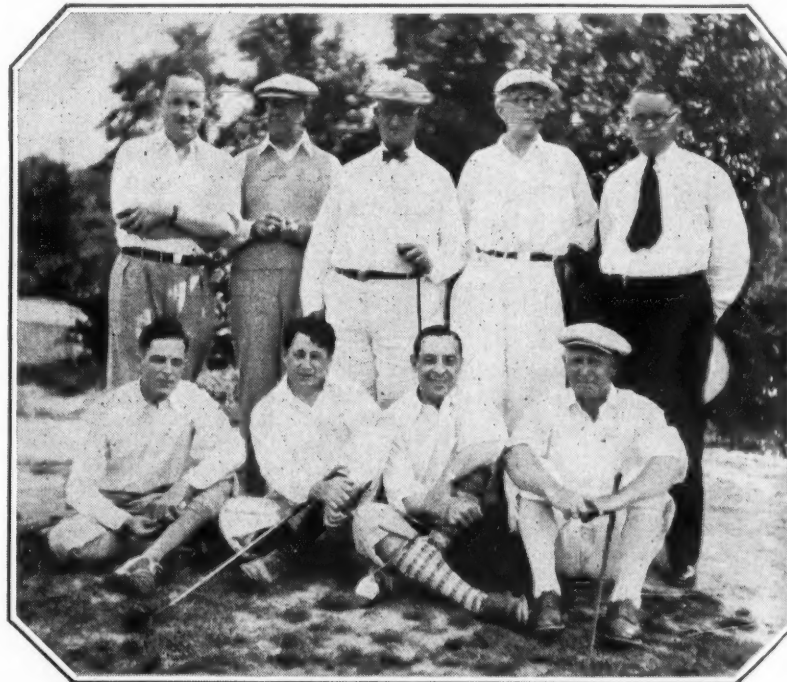
Newark, N. J.—Henry M. Landemare of East Orange, for nearly three years connected with Philip H. Harrison & Co., as assistant manager, has been appointed by the International General Electric Company to supervise distribution of General Electric refrigerators in Australia, Tasmania and New Zealand.

Former associates of Mr. Landemare honored him with a farewell banquet on June 13. He was presented with a traveling bag by the Harrison men. Mr. and Mrs. Landemare spent several weeks visiting the West before sailing to the Antipodes.

ELECTRO-KOLD SALES CORP.
GETS NEW OUTLETS

Seattle, Wash.—New agencies throughout the states of Washington, Oregon, and the province of British Columbia are being established for the Electro-Kold Sales Corp. by C. D. Wilson, former manager of the Seattle branch.

Mr. Wilson is now in the field establishing contacts and assisting in the complete coverage of the Northwest field with a concentrated distributing organization. At the same time Mr. Wilson is cementing closer relations with the existing agencies.



MEMBERS of the Refrigeration Committee of the Cleveland Electrical League enjoying the popular American sport. (Bottom row, left to right)—L. I. King, A. B. Mackinnon, A. E. Bottenfield and J. E. North. (Top row)—H. E. Markland, F. H. Cushman, W. F. Gray, G. E. Miller and R. D. Russell.

DRY DRIER DRIEST

SULPHUR
DIOXIDE

for Direct Charging



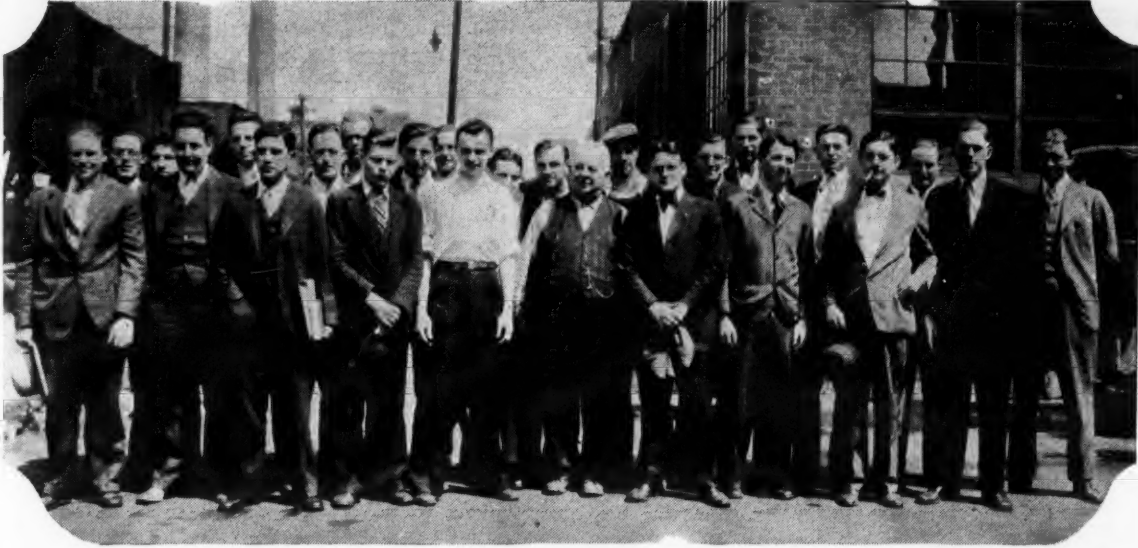
"Ansul" Sulphur Dioxide is scientifically dried through a four stage dehydrating system, each stage being composed of three units in series. Absolute manufacturing control is maintained throughout.

Also ton drums
and tank cars

2 6 10 25 70 100 120 150
100 150 165 165 165 165 165 165

Every Cylinder Analyzed
Pure Bone DryANSUL CHEMICAL CO.
MARINETTE, WISCONSIN

Ready for the Field



Milwaukee, Wis.—Recently a number of young men completed the course of training offered by the Refrigeration Department of the School of Engineering of Milwaukee. The students who comprised the graduating class of this institution are pictured here.

The School of Engineering formulated its practical refrigeration course about three years ago, and since that time several hundred students have taken advantage of this special training. The course is being broadened and a larger number of practical phases of refrigeration will be covered. In addition, the school has been changed from three to six months' duration.

On July 3 a new class of twenty students started off to acquire the fundamentals of refrigeration and an inside picture of the operations of the sales and service man in the field.

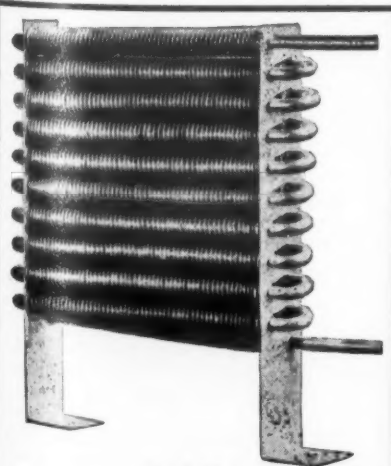
REPORT JUNE BUSINESS GOOD

Milwaukee, Wis.—Business for the month of June showed an increase over previous months, especially installations in new houses, which were equipped with G. E. and Servel units, according to Frank A. Jones, genial manager of the mechanical refrigeration department of the three large Schuster stores here.

Recently, a Milwaukee newspaper built a model home which the Schuster company furnished from top to bottom, including a refrigerating unit. This house could be purchased either as out-fitted or containing any selected items a buyer might choose. In the case of the refrigerator, it would remain part of the home no matter if everything else in it were taken out and the buyer's own goods installed. A Schuster representative remained on the premises during inspection days, but no efforts were made to take down names of visitors or those who inquired about certain furnishings unless they specifically asked to buy a liked article in the store. In other words, the furnishings were not commercialized. This method seemed to take hold of the public. They were not importuned to buy as is the case so often with "model home merchandise." Quite a few sales resulted in G. E. and Servel units.

FOUR DEALERS SIGN WITH KELVINATOR

Springfield, Mass.—Springfield Kelvinator Sales, Inc., has appointed four new dealers in Worcester county: Moriarty Electric Co., Leominster; W. C. Matteson, Blackstone; Adams Hardware Co., Northboro; Clinton Gas & Electric Co., Clinton.



Specify ROME CONDENSERS

Made of heavy gauge de-oxidized seamless copper tube. One piece construction.

Designs for all requirements.

Rome-Turney Radiator Co.
ROME, N. Y.

These young men found refrigeration much to their liking. They recently completed the course offered by the Milwaukee School of Engineering

G. E. TO FEED COLUMBIA'S HIGH-HAT RODENTS

New York, N. Y.—Two PS-72's, sold by William Aronstein, commercial specialist, for installation in the Food Chemistry Department, Chandler Laboratory Building, Columbia University, add to the number of General Electric refrigerators used in the various colleges of the University.

The order was received through Miss Caldwell, Assistant Professor in Organic Chemistry. Miss Margaret Fincke, assistant in the Department, explained that the refrigerators are to be used for

the preservation of test food in experimentation to isolate enzymes. The food will be used in the diet of specially cared for rats, upon which the experiments are being performed.

DEALER INSTALLS SIX ELECTROLUX UNITS

Springfield, Ill.—The Home Appliance Co., through R. C. Stern, manager, recently secured an order for the Capitol City Paper Co., distributors of Electrolux refrigerators. Six Electrolux refrigerators were installed in the Wahl apartments, at 221 E. Jackson Street.



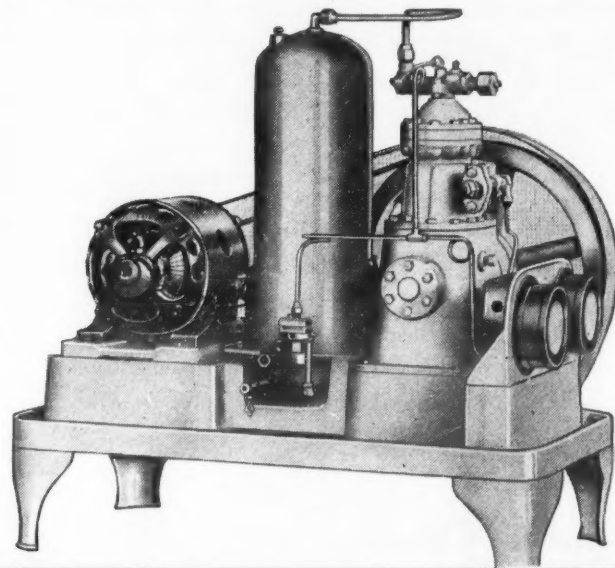
It not only filters—
It purifies

WATERS PURIFIERS

for individual coolers and circulating systems—will cure your water cooler troubles—will remove taste, odor, sediment, discoloration—low initial cost—minimum servicing requirements—made in four sizes—write for quotations.

The WATERS
FILTER AND COOLER COMPANY
148 CHAMBERS ST., NEW YORK, N. Y.

for Commercial Refrigeration



MASSIVE MACHINES

*built to stand up
without service calls*

LOWER service costs mean larger profits for Servel dealers—as well as thoroughly satisfied customers.

The expert engineering and sturdy, massive construction of Servel commercial machines make it possible for installations to stand up under the hardest kind of usage—with less repairs, less replacement of parts, less service expense of every kind.

Push this great Servel Commercial Series hard for a steady succession of sales and profits. So far the tremendous market for commercial refrigeration has hardly been touched. Thousands of sales are waiting for the men who go after them.

You have an unbeatable set of selling points for Servel—operating economy no other machine can match plus an absolute reliability proved in thousands of installations.

The completeness of the Servel Series makes it easy to meet the requirements of each individual customer exactly. Freezing capacities range from 75 to 1200 pounds ice melting equivalent.

Now is the time to cash in on the almost unlimited profit possibilities of the commercial market. Write and learn whether the Servel Franchise for your territory is still available.

*The beautiful Servel Domestic Series gives you
another steady succession of sales and profits*

SERVEL SALES, INC.

SERVEL

EVANSVILLE, INDIANA

ELECTRIC REFRIGERATION NEWS

The Business Newspaper of the Refrigeration Industry

Published Every Two Weeks by

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July 16, 1930

A Fine Record

WITH the first half of the year out of the way, and the figures all down in the books, the electric refrigeration industry has every reason to be proud. In spite of adverse general business conditions, reports from most of the leading manufacturers show that sales are well ahead of those for the first half of 1929.

Although the showing made thus far is a just cause for pride, it is by no means an excuse for contentment with its attendant relaxation. It needs no soothsayer to predict that the last six months of 1930 will tax the resourcefulness of every man in the industry, and that hard work and plenty of it will be necessary if the present pace is to be maintained.

According to the proverb, "Pride goeth before a fall," but the sort of pride that this industry feels now has been built up right in the face of danger. The men responsible for it have been watching business conditions the country over with the keenest attention, and are thoroughly immune to a sense of false security. They are planning active campaigns for the remainder of the year, and the man who likes work in large quantities is going to find plenty of opportunity to show what he can do.

Under Cover

NOBODY with any sense in his head would expect the ice industry to welcome the advent of mechanical refrigeration in the commercial establishment and in the household, but the fact that the new era is not hailed with joy by the men who grew up in the old, is not good and sufficient reason for some of the things that are going on. The editorial entitled "Black and White," which appeared in the July 2nd issue of the News, and which pointed out the contrast between a progressive step taken by the ice industry, and some of the reactionary methods still in favor, has brought forth that unpleasant personality, "Old Man Anonymity."

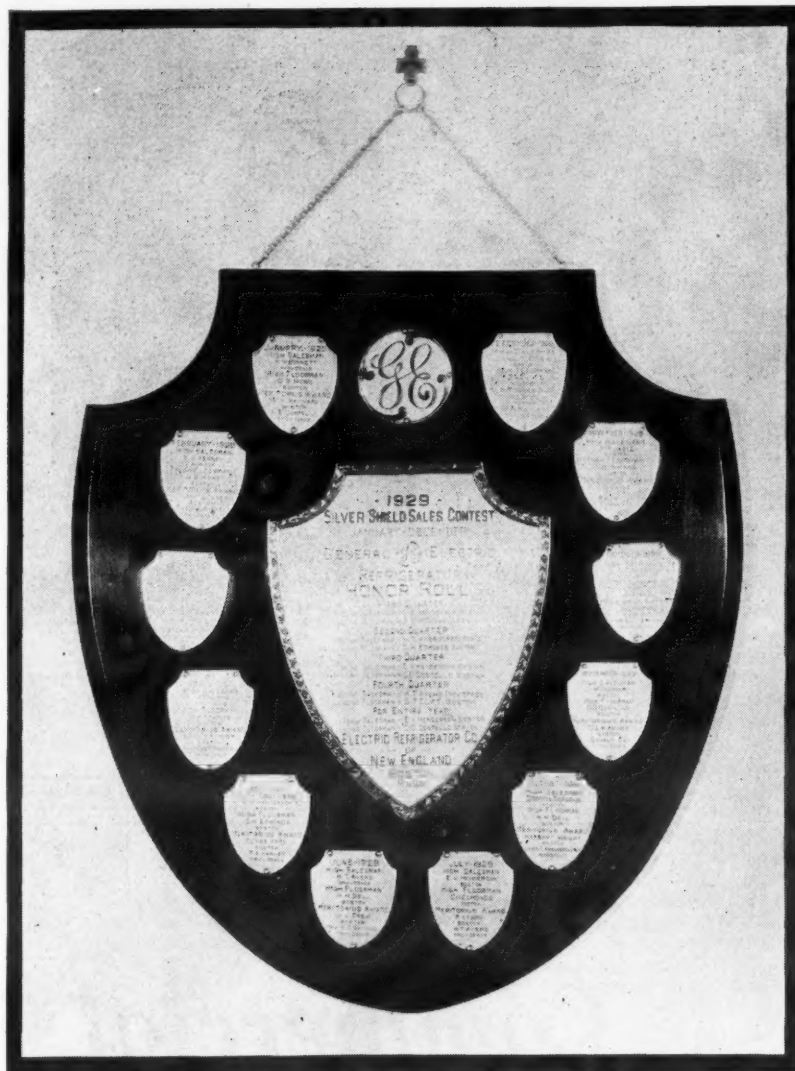
Two letters received the other day call attention to some of his nefarious work in the borderland between the two industries. And before saying another word, let the fact be recorded that he seems to be a common enemy working as willingly for one side as for the other, another excellent proof of his all around worthlessness.

The first letter came from G. C. Hyde, vice president and general manager of the Southern Ice and Utilities Company of Dallas, Texas. Mr. Hyde objects strenuously, and seemingly quite justly, to some pictures which have been anonymously produced and distributed in the supposed interest of the mechanical refrigerator. Although he did not send the pictures and thus makes it impossible to obtain a full understanding of his criticisms, he mentions several things which certainly seem unfair to the ice industry. If the pictures are all that he says they are, the mechanical refrigeration industry ought to be ashamed of them, and the fact that they bear no marks to indicate their source is fair evidence that the men responsible for them are not particularly proud of their work.

The second letter comes from Leo C. Jonas, of Philadelphia, who is in the mechanical refrigeration industry. Mr. Jonas says little, but he encloses a little green paper-covered booklet, which has been widely distributed through the ice industry. It tells the ice deliveryman word for word how to attack the mechanical refrigerator and it shows him how to hit below the belt. And, as might be expected, it bears no indication of the source from which it comes. Old Man Anonymity has been at work again.

There really isn't room for this sort of stuff in this day and generation. If mechanical refrigeration is going to supplant ice practically completely, it will do so on its merits, without the help of anonymous pictures. If ice is to become increasingly important, as many think it is, that development will be achieved by dint of clear thinking and not by resorting to the dubious aid of Old Man Anonymity. Let's hope that he will be driven out of both industries. Tomorrow isn't too soon to start him on his way.

Salesmen Vie for These Shields



ELECTRIC REFRIGERATOR
COMPANY OF NEW
ENGLAND
Distributor
General Electric Refrigerator
Boston, Mass.

July 7, 1930.

ELECTRIC REFRIGERATION NEWS,
Gentlemen:

I was very much interested in the article in your July 18th issue about the Broad River Power Company sales contest, in which the losers were penalized and the winners rewarded at the same time. Those on the winning side must have felt rewarded in not getting the prize. To me, sales contests are always very interesting, and while the advantages in nearly every case outweigh the disadvantages, there is one very serious disadvantage to a spectacular short-time contest; that is, the lull after the storm to a great extent offsets the record made during the contest.

There are disadvantages to a perpetual contest, too, the main one being that it is difficult to keep up enthusiasm.

There is one contest, however, that has been carried out very successfully over a period of years, and seems to create and maintain greater interest than the majority of contests of its kind. I have used it successfully both in the automobile and electric refrigeration industries.

It is known as the Silver Shield and Cup Contest, and, to give you some idea of what the shield looks like, I am attaching hereto a photograph showing the 1929 shield with the monthly plates, all filled in.

Point System Explained

In arranging the contest we endeavored to stimulate competition among the branch stores and retail crews as well as the retail salesmen themselves as individuals. This was accomplished in the following manner:

Points were awarded on each sale made. The salesman having the greatest number of points at the end of each month was declared the winner and received as a personal prize a small cup suitably engraved. His name was also engraved under the heading, "Leading Salesman" on the small monthly plate on the shield.

The crew or branch store to which the winning salesman belonged was presented with the shield, to be retained during the following month or longer. If the salesman from that branch or crew won again for the following month. This caused lively competition between crews for possession of the shield. I might mention here, however, that this ruling has been changed somewhat this year, as we found there was a tendency for the salesmen to trade orders in order that their branch might win. In other words, one of the low men in the crew, knowing that he could not possibly win, would put his orders through one of the high salesmen. This year it is the store or crew that sells the highest percentage of its quota for that month that is awarded the shield for the following month.

The regular salaried floormen on duty at the various stores did not compete with the regular commission salesmen. To encourage competition among them, however, the name of the leading floor-

man for the month is engraved on the monthly plate.

It was realized that a man might have a good month and yet not be consistently good, so we therefore gave a special prize for the best showing for each quarter of the year. The salesman who had the greatest number of points for the three months received a medium sized cup suitably engraved, together with \$50.00 in gold. His name was also shown on the honor roll of the large center plate on the shield.

Yearly Prize

To further encourage salesmen to keep plugging right through the year, even though they might have missed out on a monthly cup, or even a quarterly one, we gave a prize of a large cup for the salesman having the highest monthly average number of points. To qualify for this prize, however, a salesman must have been with us six months or more during the year. You will notice that this was not necessarily for the highest number of points, but the highest monthly average, so that a salesman who was with us six months had the same chance as one who had been with us twelve or more.

In addition to the large cup, he was given \$100.00 in gold and his name was engraved on the bottom of the large silver plate on the shield as the leading salesman for the entire year.

As in all cases, ideas are only good if they work. This contest scheme has been very satisfactory and one of its main features is that it is not expensive. The entire cost, including the shield, all the engraving, the monthly, quarterly and yearly cups, plus the gold awards, does not exceed \$600.00.

If you believe that this article and the photograph of the shield is sufficiently interesting to publish, and any of your readers would like to have copies of our rules covering the contest, or how the points on sales are computed, they will be furnished gladly upon receipt of request.

Very truly yours,

ELECTRIC REFRIGERATOR CO. OF N. E.
L. H. HOLMAN.

COPELAND OPTIMISTIC

(Continued from Page 1, Column 4)

Without being unduly influenced by the sharp decline in business activity starting last October, Copeland's carefully developed program was followed without modification, and it became apparent in the spring months that Copeland's plans for expansion had been very conservative.

Through most of the past six months, the new plant at Mt. Clemens has been operating day and night, and despite greatly increased manufacturing facilities, a record-breaking number of unfilled orders has been available at the beginning of each new month.

Present tendencies indicate that Copeland sales in both domestic and commercial fields during the last six months of the year will continue at high levels as compared with the last six months of 1929, in which year new high records in Copeland business were established.

PERSONALITY, DYNAMITE MIX IN CHICAGO COUNCIL

(Continued from Page 4, Column 5)

room in little knots, busily consulting and bartering and bickering. (At the first Council meeting the writer attended, he was amazed and startled to observe that out of the chamberful of aldermen, officials and spectators, just a single head was bowed, that of Mayor William Hale Thompson. As the minister droned on and on in his pleas for Divine assistance, the Mayor's head remained lowered. Disillusionment, however, was not long coming. The Mayor took off his glasses, wiped them carefully, put them on again, and visibly and audibly turned a page of a paper on his desk.)

The invocation finished, the clerk begins to read the sheaf of bills on his pulpit. He intones the latinesque legal phraseology of these measures in the well-known you-do-swear-to-tell-de-truth-de-whole-truth-and-nuttin'-but-de-truth manner of court bailiffs.

One-Man Decisions

Before reading a bill he pronounces the name of the alderman who introduced it. Upon the conclusion of the mumbly, the alderman-author says, "pass," or names one of the Council's standing committees to which the bill should be referred. Usually the bill goes unchallenged, and the clerk proceeds to grind through the next one. If the bill concerns only the introducer's ward and calls for an expenditure not exceeding a certain amount (most of the bills fall under this classification) it is considered passed upon his recommendation.

Occasionally, however, the whole assembly breaks out into a wild oratorical jamboree which is like nothing so much as a pre-Volstead political rally.

Four-of-July forensics, which supposedly went out along with bustles and mustache cups, bellying, and arm-waving become the order of the day. Speakers are interrupted, several talk at once, remarks become personal, and the temperature rises.

Nobody bothers to ask for the floor, for the chairman (Mayor Thompson) often has his back turned to the seething turmoil and is in a whispered session with his subordinates on the dais. A vote is taken, and the furore subsides—momentarily.

The aldermen themselves are as interesting a study as the Council, and many of them present extraordinary human documents.

Alderman William D. Meyering, for instance, lost his right arm in the World War. He was one of the first to receive the Distinguished Service Cross. He is tall, dark, curly-headed, handsome, austere, and possesses a rich, melodious voice. Not satisfied with representing the Eighth Ward, he is a candidate for Sheriff.

From the Forty-sixth Ward comes Oscar Nelson, Mayor Thompson's floor-leader. He has the appearance and mien of an ambassador, speaks forcefully, and is as aggressive as a certain Senator from Idaho. Formerly a postal clerk and a factory inspector, he is at present the vice-president of the Chicago Federation of Labor.

Bicycle Racer

Alderman J. B. Bowler, of the Forty-first, was a bicycle racer in his day, and a champion, too. Alderman John A. Massen, of the Forty-eighth, is a Harvard graduate (whose sense of humor never deserts him), and the well-educated Charles S. Eaton, of the Fifth, married the daughter of a University of Chicago president, famed William Rainey Harper. Guy Guernsey, of the Sixth, teaches in the Kent Law School.

The father of Alderman C. A. Nance (Seventh) served on the Chicago City Council, as did the fathers of Aldermen Clark, Maypole and Williston.

Ages run from Frank E. Konkowski's 33 summers to the infinite number of years that John J. Coughlin has been shaking hands and kissing babies. The white-haired, keen-eyed old-timer, who has been representing the First Ward for 38 consecutive years, is a racetrack enthusiast, and has had entrants in the Kentucky Derby.

Two colored aldermen occupy seats in the front row, L. B. Anderson of the Second, and R. R. Jackson of the Third. The latter is a major in the National Guard, and served in the Spanish-American, Mexican border (1916), and World wars.

Anderson is a true "gentleman of color." He is well-educated and handsome; owns a clear, resonant voice, talks without the slightest trace of an accent, and has a splendid vocabulary. Those who believe a negro's speech consists largely of "yassuh" and "Ah shuah does," might observe these extracts from a Council floor speech:

"I think there is a Senegambian in the woodpile. . . Who told you dire disaster was impending? . . . Of African extraction, I was educated in the University of Adversity, and reared by my own hand."

Idlewild Lake, a Michigan resort, where the "better informed and more

(Concluded on Opposite Page)

PERSONALITY RAMPANT IN CHICAGO CITY COUNCIL

(Concluded from Opposite Page)

substantial" members of the Great Lakes negro aristocracy summer in some 700 cottages, is under his wing.

Among the other aldermen with interesting backgrounds are Tommy Byrne, a witty ex-miner who, never having strained his own eyesight by continuous study, says of Alderman John Toman that he "worked 20 years in the public library and never read a book;" Joseph Cepak, of the Twenty-second, known throughout the middle West as a duck hunter; D. R. Crowe, World War aviator; Joe Smith, of the Thirty-second, an old-time blacksmith; Jeremiah P. Leahy, president of the teamsters' union, and two pert, peppy, scrappy little doctors, Taylor and Ross.

Just now the big rumpus in the Council is being waged over the police department. The man who starts the row in every meeting is Arthur F. Albert, of the Forty-third, a candidate for county commissioner, who has one of the most easily understood methods of oratorical enunciation in captivity.

Fearless as a big game hunter, he has many times challenged opponents to fight and not once been accepted. Perpetual rumors float about of his assassination or impending assassination by the gangsters whom he attacks so steadily and readily.

From mud and plaudits of the football field come Sheldon W. Govier (Ninth), who works in the Pullman shops and is a professional football player, and Joe McDonough, of the Thirteenth, former Villa Nova fullback, who is now very much in the popular limelight for having bludgeoned through Chicago's new traffic ordinance.

Another ex-gridiron star is George Maypole (Twenty-eighth), who was a Notre Dame quarterback in 1903. He played with Lou (Red) Salmon against Willie Heston and "Hurry-up" Yost's famous point-a-minute eleven, holding them to their lowest score of the season (23 to 0!).

Most of the aldermen are between the ages of 45 and 50, and have been Chicago politicians, regularly or intermittently, all their lives.

Almost anything can happen when a group like that gets its fingers on so controversial a subject as refrigeration. Anybody who can predict the nature of the ordinance that will finally (if at all) merge from the Chicago City Council can qualify as Philo Vance's successor, and can get a permanent job collecting statistics in the electric refrigeration industry.

SIECK RESIGNS; KELLEY ADVANCED BY KELVINATOR

Detroit, Mich.—Harry A. Sieck, vice-president in charge of the ice cream cabinet division of the Kelvinator Sales Corporation, will sever his connection with the Kelvinator organization at the end of July, to become general sales manager of the Creamery Package Manufacturing Co. of Chicago. E. R. Kelley will succeed him.

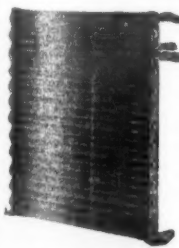
Mr. Sieck joined Kelvinator in July, 1924, and was the veteran executive of the company. He came to Kelvinator with Nizer, with which he had been associated for years as general sales manager, and stayed along when the Kelvinator and Nizer merger took place.

In going to the Creamery Package Manufacturing Co. Mr. Sieck is rejoining a concern with which he formerly was associated as sales engineer for several years.

Mr. Sieck will perpetuate contacts he has had in the dairy industry without interruption for the past 18 years.

FLINTLOCK CONDENSERS

Full Capacity



With
Every
Unit

FIN AND TUBE SAME
SOLID PIECE OF
MATERIAL

FLINTLOCK
CORPORATION

4461 W. Jefferson Ave.
DETROIT, MICH.

From 1920 to 1924 he was chief engineer of the Dairymen's League. In the course of his 18 years of contact with this industry he has designed and built 447 dairy and refrigeration plants.

Under Mr. Sieck's direction, during the last year, the Kelvinator Ice Cream Cabinet Division has broken all previous records in volume of sales with a comparatively small organization of well trained representatives.

Mr. Kelley, who succeeds Mr. Sieck, was 13 years with the Creamery Package Manufacturing Co., to which Mr. Sieck goes, before joining Nizer and eventually the Kelvinator Corporation. He has been with Kelvinator for nearly six years. His acquaintance and contacts with everybody concerned is such that he will be able to carry on without interruption, and continue the splendid condition in which Mr. Sieck will leave the Ice Cream Cabinet Division.

Mr. Sieck will remain at Kelvinator headquarters until July 28 to wind up his affairs there.

MOVIE PATRONS SWAMP REX COLE WITH ESSAYS

New York, N. Y.—More than 2,200 essays were submitted in the contest conducted by Rex Cole, Inc., through the RKO theatres in New York, winners receiving as a prize the General Electric refrigerator.

In order that the movie-going public might be thoroughly familiar with the rules of the essay contest, the subject of which was "Why I Want a General Electric Refrigerator," a film, "Is there a winner in the house?" was run during the first week of the campaign. Miss General Electric, stationed in the foyer of each RKO theatre, gave further information. The film, showing the four famous tests to which the G. E. refrigerator was put, also was shown the second week of the contest to provide further data for the prospective essayists.

Another phase of the campaign was a second contest, open to the twenty-five girls in the New York area who acted as Miss General Electric. The subject of their contest was "My experience demonstrating the General Electric refrigerator and my impressions in connection with the RKO campaign." The first prize was won by Miss Jane Rightor; second by Miss Mildred Fisher, and third by Miss Rose Wyler. The essay contest was conducted in RKO theatres throughout the country by various G. E. distributors.

SPRINGFIELD COLONY CLUB INSTALLS TWO G. E.'s

Springfield, Mass.—The Colony Club, an exclusive social organization, has installed two C-450 General Electric refrigerators, one for the kitchen and the other for the butler's pantry. The sale was by the Electric Device Co. of this city.

CADILLAC REFRIGERATOR LATEST TO ENTER FIELD

Detroit, Mich.—Central Machine Company has entered the field with a complete line of electric refrigerators and water coolers. The new products are being marketed under the trade name—Cadillac. Included in the Cadillac line are the Jewel and Crown models with 4.5 and 7 cu. ft. storage capacity, respectively.

The Cadillac compressor is manufactured at the Central plant at 1005 Mt. Elliot St. It is of the reciprocating type, V-belt drive. Methyl chloride is the refrigerant. This model is equipped with a Wagner motor rated at 1/6 horsepower.

Water coolers of the bottle and city pressure type are being marketed by this company.

Have you a need for a corrosion-resisting white metal that is relatively easy to work and moderately priced



Ambrac is a high-strength, corrosion-resisting alloy composed principally of copper and nickel. It is completely rust-proof, and being white clear through, its lustrous, silvery appearance can be maintained indefinitely with ordinary care. Unlike other high-strength white metals, Ambrac is not refractory, but

can be worked almost as easily as brass. It has the further advantage of spot welding perfectly, and resistance welds are remarkably strong. Ambrac metal is available in the form of sheets, wire, rods, tubes and drawn moulding for the fabrication

of screws, bolts, racks, shelves and metal trim. Detailed information on request. The American Brass Company, General Offices: Waterbury, Connecticut.

AMBRAC METAL

TRADE MARK REG. U. S. PAT. OFF.

AN EXCLUSIVELY ANACONDA PRODUCT

Other Anaconda Products used by the Electric Refrigeration Industry include:

Copper, Brass and Bronze in sheets and strips.

Free-turning Brass Rods.

Brass, Tobin Bronze* and Everdur* die pressed parts and forgings for valves and fittings.

Everdur* rods and forgings for valves and other parts in contact with corroding agents.

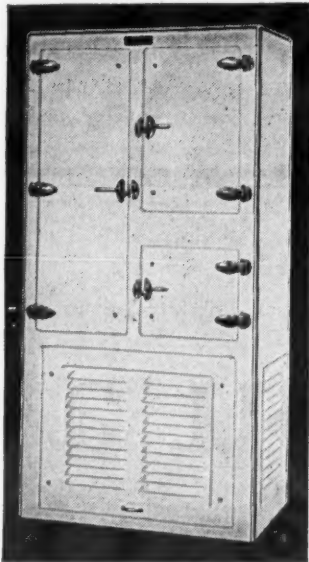
Where strong, non-rusting screws are needed and white metal is not essential, they can be obtained in Everdur* from leading fabricators.

*Trade-marks Reg. U. S. Pat. Off.

E.T.L. Service for Domestic and Commercial Electric Refrigeration
Testing and experimental laboratory service for Manufacturer, Distributor, Central Station—
Test data exclusive property of client.

ELECTRICAL TESTING LABORATORIES
80th Street and East End Avenue, NEW YORK CITY, N. Y.

"It was built by BOHN"



The handy base cabinet may either be used for refrigerating machinery or the storage of cooking utensils, canned goods, vegetables, etc.

The name BOHN is our warranty that the finest materials obtainable have been utilized by skilled craftsmen and refrigeration engineers to build for you this beautiful and scientific product—an all-porcelain BOHN refrigerator.

BOHN installations include many of the leading hotels, restaurants and hospitals in America.

BOHN refrigerators are used exclusively on all Pullman-built railway dining and buffet cars.

The United States War Department has purchased hundreds of all-porcelain BOHN refrigerators for our army barracks and battleships.

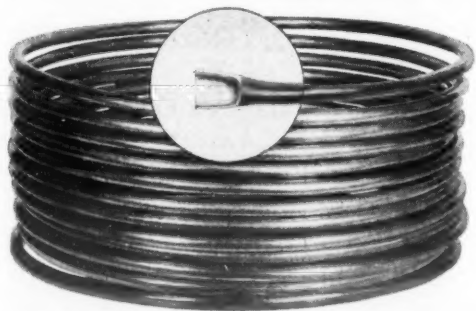
In choosing BOHN refrigerators, discriminating home owners throughout the country have given BOHN a representative list of which any manufacturer might be proud.

Write for details of the remarkably low prices that are now prevailing.

BOHN REFRIGERATOR COMPANY
SAINT PAUL, MINNESOTA

DEHYDRATED WOLVERINE SEAMLESS COPPER TUBING

Highest quality seamless copper tubing—perfectly dehydrated and solder-sealed—made to A. S. T. M. Specifications (B 68-27T)—ready for quick installation. Send your production requirements for quotations, or wire for rush shipment from stock.



WOLVERINE TUBE CO.
SEAMLESS COPPER BRASS & ALUMINUM

1491 Central Ave. Detroit, Mich.

Phone Cedar 5000

Export Department—H. M. Robins Company,
120 Madison Avenue, Detroit, U. S. A.
Cable Address: Robins, Detroit

Sales offices in all major cities. Stock available at Los Angeles, 224 E. 11th St. Write or wire for name of nearest representative.

SIMPLICITY

Electro-Kold simplicity, there being fewer parts to manufacture, has always enabled this company to sell Electro-Kold at a LOW PRICE.

ELECTRO-KOLD
REFRIGERATION
Since 1922

South 151 Post Street, Spokane, Washington

AMERICAN SHOPPERS NOW HAVE TRADE-IN COMPLEX

AMERICAN shoppers are becoming a nation of "trade-in" victims. They trade in their ice box, their radio, their watch and their living-room suite, their stove and their typewriter, their diamonds and their sewing machine.

They don't shop for the best values. The biggest allowance hooks them. The system will be carried still further. Hats, for instance.

On a warm day in early May you will decide that the old lid looks pretty terrible and that maybe you ought to get a new one, now that straw hats are the thing. The wife has been riding you about it and a couple of the boys at the office have made some nasty cracks. It might have set you back \$10 last fall, but that was last fall.

So you wander into a store whose windows bulge with straw hats.

"Something I can show you in underwear?" asks the clerk, bowing you in.

"No. Hats."

"Straw hats?"

"Yes, straw hats."

"What model do you prefer?"

"I had a sailor last year. I liked it."

"Oh, pshaw, you wouldn't think of wearing a sailor this year. It would immediately class you as . . . Well, as that way."

"What would you suggest?" you ask politely.

"A Panama by all means."

He slides back a door and brings forth a stack of Panamas. "Now, sir, here is a splendid model, a splendid model. Lots of pep, holds the head firmly and it has the new semi-elliptic band which the better hat manufacturers are adopting this year."

"How much?"

"Very reasonable for a hat that gives the performance you'll receive from the True-shape hat. We are introducing a new feature in this model which will permit you to wear it all summer without renovation."

"How much?"

"Twenty-five dollars, delivered, with spare band at slight extra cost."

"A box, too?"

"Most certainly. A box just like you'll find with the most expensive models. It's one of the features this year with the True-shape."

You intended paying only \$10. You apologize to the clerk.

"But, sir, just see how the True-shape fits. Get the feel of it, the dash and zip of the brim, the luxury of the material. Twenty-five dollars for a model like this is nothing, absolutely nothing."

Hat Decides Social Position

You weaken to the point where you admit it is a good bit better than you are accustomed to wearing and that you often had felt the desire to own a more expensive hat. You disregard the extra cost and decide the hat is worth it to your social position.

"I have a felt now," you say hopefully to the clerk. "How much will you allow me on it?"

He picks it up and looks it over. He is just slightly sneering if you look closely.

"What year is it?" he asks.

"Late winter, 1929."

"I'm afraid you are mistaken, sir. The late winter model has a different line to the brim. This is a fall, 1929, model. In fact, very early fall. It's a model that isn't moving very well on the used hat market."

"How much?"

"I'm afraid I can't give you an appraisal offhand," he replies, shaking his head. "In the first place, whatever I offered would have to be approved by our used hat manager. I noticed in his

monthly report that he is overstocked on this model, but I am certain he will give you a favorable allowance."

"Now, for instance, look at the band. It is plain that it has been dropped in the mud. The band is past repair. It would have to be replaced. That would be 60 cents plus labor. You have apparently been to many baseball games wearing this hat, for I see unmistakable marks of crushing and twisting. It would . . ."

"I bought it after the baseball season."

"Only a guess on my part," the clerk replies. He says this with just a touch of disdain and you immediately feel that you made a mistake.

"Can't you make an estimate?" you persist. "About what would you allow on it?"

"I can make only a wild guess. Off-hand I would say about 83 cents."

"I couldn't let it go for that. The Featherweight people offered me 96 cents."

"They can afford to offer you more," the clerk replies. "I don't usually knock competitors to make a sale, but so long as you brought up the subject, I will tell you why they can make larger allowances. All through the Featherweight line their prices are from \$1 to \$4 higher than the True-shape line. We operate on a low profit, quick turnover basis, to bring our hats down to the lowest prices in the market. That's how they can offer you more for a model that is obviously a drug on the market."

Not One Dime for Repairs

"I have a friend," you tell the clerk, "who wore a Featherweight for six months without a dime in repairs. He says it's the greatest hat ever made."

You feel that surely this remark will boost the measly allowance of 83 cents.

"I don't doubt the worth of the Featherweight line," says the clerk. "I thought enough of it to sell it for five years. But I learned the superiority of the True-shape line and left the Featherweight people to come here."

"Well, I might talk business if you can allow me 89 cents."

"Here comes our used hat manager now."

The clerk calls a paunchy gentleman who has just come in the back door. "Oh, Mr. Smith, I wish you would look over this old Verifine model and make an appraisal."

Mr. Smith picks it up as if it were a dead cat. He turns it over numerous times, using just the tips of his fingers, which he wipes on a handkerchief after laying the hat back on the counter.

"The model has had a lot of hard use," he says. "It would take a lot of repairs to put it into salable condition. Its chassis is out of shape and it needs a new binding, but I think I have a customer who would give about 88 cents for it." He looks up very suddenly as if he has just made a great decision. "I'll allow you 88 cents. It's just exchanging dollars at that."

By this time you have become exhausted. So you hand the clerk \$24.12 and walk out with a shiny, new hat.

Later that evening you begin to wonder whether it is true that the Featherweight line is overpriced, or was that just a sales point.—*Printers' Ink*, June 26, 1930.

CLARKSON OPENS OFFICE IN NEW YORK CITY

New York, N. Y.—Stewart N. Clarkson has resigned as assistant to director of the National Electrical Manufacturers' Association, and established offices at 522 Fifth Avenue, for the purpose of rendering trade association service to a few groups of competitive manufacturers.

Arctic Advertising



KELVINATOR in Germany is ever on the alert in devising ways to interest the populace in electric refrigeration. Its latest move was the placing of a live polar bear in a cage in Augustus Square, Leipzig, to attract attention. The polar bear needs no introduction as a symbol

of cold, so the exhibit was successful in attracting crowds and letting them know that Kelvinator has a permanent exhibit at Dittichring 15. Perhaps the bear would have appreciated a snug spot in one of the big Kelvinator equipped walk-in coolers.

MACON GAS HITS FAST ONE AT OPENING GAME

Macon, Ga.—Over 4,000 local baseball fans who arrived early to see a lid-lifting contest here got more for their admission money than just a baseball game.

About three-quarters of an hour before the game was called, two men appeared on the back fence directly over the Electrolux sign used by the Macon Gas Company.

Curiously, the crowd watched them spell out in big block letters over the sign the word "Novo Ming Tarps." More curiously did they also watch them rearrange the letters into "Art Ping Vomon" and later "Pom Ton Vingers."

By the time "Tars Pong Vimo" appeared the crowd was buzzing with excitement. What did these mysterious words mean?

Just before the game started the answer was given. Slowly the message "No Moving Parts" came into view, typing up directly with the Electrolux advertisement in the park.

Several days later the following note appeared in John D. Spencer's famous editorial column in the Macon Telegraph:

"This department is still too busy wondering how ice is made by lighting a gas jet to put in any time bothering over the new war in China."

Mr. Spencer's curiosity was evidently soon gratified, which was indicated by the subsequent notice published a day or two later:

"It pays to advertise. For weeks now we have been slipping anguished moans into this Hoghead of Hooley because we yearned with a great gnawing yearn to know how turning on a gas jet makes ice and couldn't find out. Well, it kept up until it got on the nerves of Manager Charles Leech, of the Macon Gas Company, and yesterday he sent us a cute little booklet, with pictures 'n ever-thing, telling all about it. We are going to take Sunday off and find out how it's done and then maybe we can get our beauty sleep back again. This is by way of expressing thanks to Manager Leech."

UNCUSTOMARY CUSTOMERS WANT CUSTOM-BUILT JOBS

By Egon A. Schilling

Milwaukee, Wis.—Salesmen for electric refrigerator distributors sometimes contact people whose minds do not run in the customary channels, as witness one prospective customer who was just leaving on an automobile tour to the far west. "What I want," he told the salesman, "is a unit that I can take along on my trip! It should be compact, not heavy, and cost not more than \$50.00. It could be placed on the running board and in some way be attached to the car battery which would supply the current. It might use a bit more electricity than I use now, but the generator could be set ahead. In it I could place milk for the baby, a cold bottle or two for myself, and a quart or so of iced tea for my wife. In the desert it would be priceless to have such a refrigerator. Have you anything like that to sell?" Of course, the salesman told him he didn't, but undoubtedly the time will come when electric units will be part of all touring motor cars.

Another prospective customer inquired of a salesman who sells a gas refrigerator whether he could supply a cooling unit for a bedroom! It would be something on the order of an electric fan, but completely noiseless. He had heard that there are no moving parts in gas units and didn't see why a sleeping room cooler could not be made. When he went to bed he would simply light a little flame and in a short time the room would be at a 60 degree temperature. This request came during the recent 90 and 95 degree days which came to the middle west during the latter part of June. The salesman did not sell the customer but has listed him for future reference.

PRIZE TROUT LIES IN STATE IN G. E. REFRIGERATOR

Oshkosh, Wis.—Proud indeed was a General Electric refrigerator in the offices of the Oshkosh Electric distribution department of the Wisconsin Public Service Co., for in it recently lay in state a nine and one-half pound German brown trout, 29 inches long.

This remarkable fish was landed by Levi Strong, of the office force, who caught it at Waupaca, Wis. Merchants at the latter village had offered prizes of various sorts for the biggest catch of the year, and by common consent Strong's trout was the all-time prize winner.

After several days of quiet repose in the G. E. refrigerator, the trout was taken out and mounted.

SERVICE DEEDS ON PART OF SALESMAN FRUITFUL

By Ruel McDaniel

RECENTLY an Imperial Valley family returned home from a long vacation on the Coast. The morning after the family's return a salesman for Erskine & Preble, mechanical refrigeration dealers of El Centro, California, called. But not to sell a refrigerator. He had done that just before the family had gone on the long vacation, two months ago.

"I'm certainly glad you called," the housewife said when she recognized the salesman. "I ought to know all about this refrigerator by now; but I don't. I forgot everything I ever knew, while we were away these two months."

That was no news to the salesman. He knew that the customer would be in just that predicament. And he did not drop in on this customer by chance. It was a deliberate part of the firm's selling and follow-up schedule. No customer of the concern ever is forgotten by the firm or the salesman who closed the deal.

Follow-Up Counts

El Centro is a small city, with a population of about 6,000, and the territory surrounding this valley market center is not thickly settled, but the firm of Erskine & Preble has sold about 300 units in the two years it has been in business. A. Y. Preble, one of the members of the firm, credits the sales of the company largely to its policy of follow-up and the method of keeping a watchful eye on units already sold.

"I think that it is a generally accepted fact that the most logical source of new prospects is the satisfied user," Mr. Preble explains. "But utilizing this proven source to the most prosperous advantage is something else. Naturally, the way to induce a customer to co-operate in your search for new prospects is to make the customer more than normally pleased with her machine; and we find that the way to do that is to keep the unit functioning at its greatest efficiency at all times. We never want a customer to have to telephone us and ask us to make an adjustment or to render any sort of service. We want to inspect the unit and make whatever adjustments that are needed before the owner knows that the unit needs them."

But for two reasons, the owners of this concern do not believe that it is wise to employ a regular man to make these minor adjustments. In the first place, if the salesman is to use the contact to the utmost advantage in obtaining leads for new prospects, it is necessary that he render a service to the user in return for such tips as she may wish to give him. Merely calling at the home now and then, presumably to inquire about the unit, but actually to get names of friends of the customer who may be interested in mechanical refrigeration, is not enough. That is not giving the customer a sufficient return for her co-operation.

Salesmen Handle Service

But if the salesman is able to go into the home, inspect the unit and make minor adjustments that will provide greater efficiency and make suggestions that will enable the customer to use her unit with greater satisfaction, she feels that she has been doubly repaid for any assistance she may render the salesman in finding additional business.

Another reason why this company trains its salesmen to make minor repairs rather than have the service department handle them, is the impression this makes upon neighbors of a customer.

"When neighbors see a car with our name and the name of our refrigerator painted conspicuously on it standing in front of a house, and when they see a man in work clothes take a kit of tools out of the truck and go into the house, that makes an adverse impression upon non-users of our refrigerators," declares Mr. Preble.

"If they see such a procession in front of a house every month (we require that each unit be inspected once a month), they begin to assume that the refrigerator must be giving a terrible amount of trouble, for a mechanic to have to run out and work on it every month; and that impression, although it may be a minor one, is against us when a salesman calls upon these neighbors and talks about mechanical refrigeration."

"On the other hand, when the salesman makes his regular call, he is well dressed and wears or carries nothing that indicates that he has come to work on the refrigerator. If he is recognized at all, he is not associated with repair work on the unit by the neighbors, and that false and adverse impression is avoided."

Impressing the Neighbor

"On the other hand, when the chance comes for the salesman to explain the firm's policy of inspection regularly to see that every user is getting the utmost service out of her refrigerator, the neighbor who has noted the regular calls remembers their regularity and appreciates that service. The only time we have a service car and regular service man call at the home of a user is when it is necessary to remove the basic unit and take it into the shop or send it back to the factory for a major repair; and of course such a case is so rare that the impression these infrequent calls create is negligible."

After each installation the salesman who sold the unit is required to call back and check up to see that the unit is operating properly and to instruct the customer in its operation. That initial call is made on the morning after the day the unit is installed. He has the user turn the machine off and on, asks her questions about its use and corrects her when she answers wrongly. He leaves a cook book and asks that she call him if there is anything additional that she wishes to know later about the refrigerator.

Usually this call suffices until the next one, made two weeks later. At this time the salesman carries in his sales kit a few small tools with which to make adjustments, and minor replacement units in case they happen to be needed; but these are concealed and nobody associates his call with service. He ascertains how much the user has learned about her refrigerator during the past two weeks, and sets her right on any operations or ideas she has wrong. He makes any adjustments which may be necessary.

And every month thereafter the salesman calls again. One of the purposes of these calls obviously is to obtain the names of friends of the user who have expressed a wish for a mechanical refrigerator; but he does not walk in and ask for such names.

Patience Proves a Virtue

"We find it more profitable in the long run, though possibly a little slower at first, to call regularly and become well enough acquainted with our customers that they eventually voluntarily offer the salesmen the desired names," said Mr. Preble. "We find that by rendering customers this service in such a whole-hearted manner that there is no indication of selfish purpose back of it, customers begin to feel that they owe us something in return for it, and they even go out of their way sometimes to give us names of prospects."

"Just last week a man getting along in years dropped into our place. He had bought a refrigerator from us nearly a year before. He informed the man on the floor that three of his friends had told him during the last two weeks that they were going to buy mechanical refrigerators; and he told us that he wanted to see them buy the kind he had bought, both for their sake and for ours. We already have closed all three deals. Yet if we had not continued to send the salesman out to check up on that customer's unit regularly, he might not have had enough interest in us nor the machine to have wanted his friends to buy from us."

Because the average user is so well

pleased with the unit and the service the salesman has rendered, he or she is glad to have the salesman refer prospects to him or her. Furthermore, the company has a considerable number of customers—at least one in every neighborhood—who are glad to have a salesman bring prospects into their homes and see the units in operation and have the prospects talk with the customers. This plan sometimes closes a prospect when nothing that the salesman himself can say will.

COPELAND DEALER IS REMODELING STORE

Des Moines, Iowa—Remodeling and enlarging of the display rooms of the Des Moines Music Company to facilitate the handling of the Copeland line of electric refrigerators will be completed soon, according to T. Hohtanz, manager of the concern.

The leading refrigerator manufacturers are using our Double Seal and special gaskets made for their requirements. We will be glad to figure on your problem.

Specialists in refrigeration gasket.



The D.W. Bosley Company
906 Marquette Bldg.
Chicago, Ill.

Still another RECORD SIZE APARTMENT chooses ELECTROLUX



MITCHEL GARDEN as it appears today. Completed, June 1, this huge development houses 1200 families.

1200 kitchens . . .
1200 Electrolux refrigerators
in New York's \$2,000,000
Mitchel Garden Apartments

RECENTLY you read about the world's largest apartment house choosing Electrolux. 1669 refrigerators for New York's London Terrace development.

This time it's the Mitchel Garden Apartments. A huge dwelling, costing upon completion \$2,000,000. Covering 2 square blocks. With every room an outside room. Every apartment a front apartment. Equipped throughout with the most modern appliances. And in every one of the 1200 kitchens . . .

Electrolux. Apartments as large as London Terrace and Mitchel Garden are not erected every day. In some communities, perhaps, never. But every apartment house

—large and small—is a rich market for Electrolux. Daily you see them going up about you. Dwellings with 10, 20, 30 . . . 100 apartments. You can sell them! Because from New York City to Portland the swing is to gas refrigeration. Housewives know that only Electrolux offers silent, economical, dependable refrigeration. And builders and architects know what tenants want.

The soundness of the exclusive sales appeal of Electrolux has proved itself. New-fangled models, new gadgets, new additional appliances, have not been necessary to bring Electrolux its coast-to-coast recognition. The absolute silence . . . the matchless economy and dependability of Electrolux . . . alone have made it standard in our finest homes and apartments. These are the features that sell! These are the sales points that mean bigger profits for you! Electrolux Refrigerator Sales, Inc., Evansville, Ind.



ELECTROLUX

THE *Gas* REFRIGERATOR



The Erskine & Preble Showroom

LITTLE THINGS COUNT

THE fittings used in automatic refrigeration are only little things, yet their duty to an entire installation far surpasses any consideration of size, appearance or cost. Upon these little fittings rests a share of responsibility for success of the entire installation and it is therefore of paramount importance that pipe and tube fittings be

1. Seepage proof.
2. Correctly machined to insure perfect sealing.
3. Accurately threaded to make leak-proof joints.
4. Carefully packed to reach the fitter in unmarred, unscarred condition.
5. They must be in a phrase

BUILT RIGHT—TO STAY TIGHT

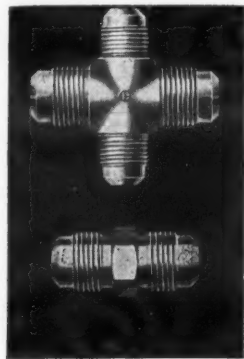
Ever since the birth of automatic refrigeration, Commonwealth Brass Fittings have met all these requirements to the complete satisfaction of the leaders of the industry.

SEND FOR CATALOG No. 36

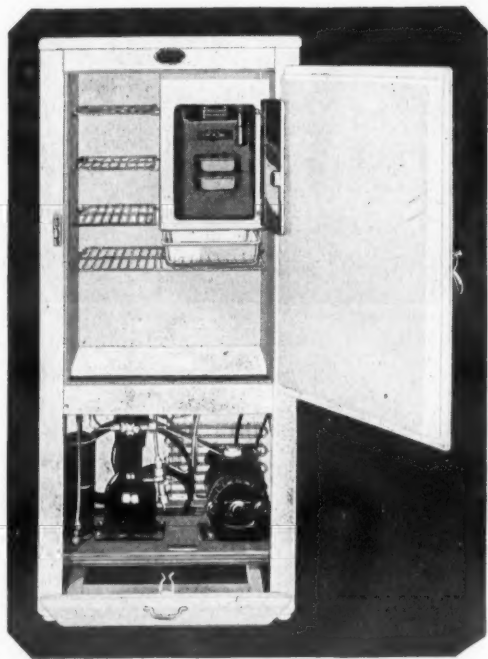
describing a complete line of fittings for the automatic refrigeration industry.

COMMONWEALTH BRASS CORPORATION

Commonwealth at G. T. R. R.
DETROIT, MICHIGAN



The Leader Model Universal Cooler



~ means increased sales and profits

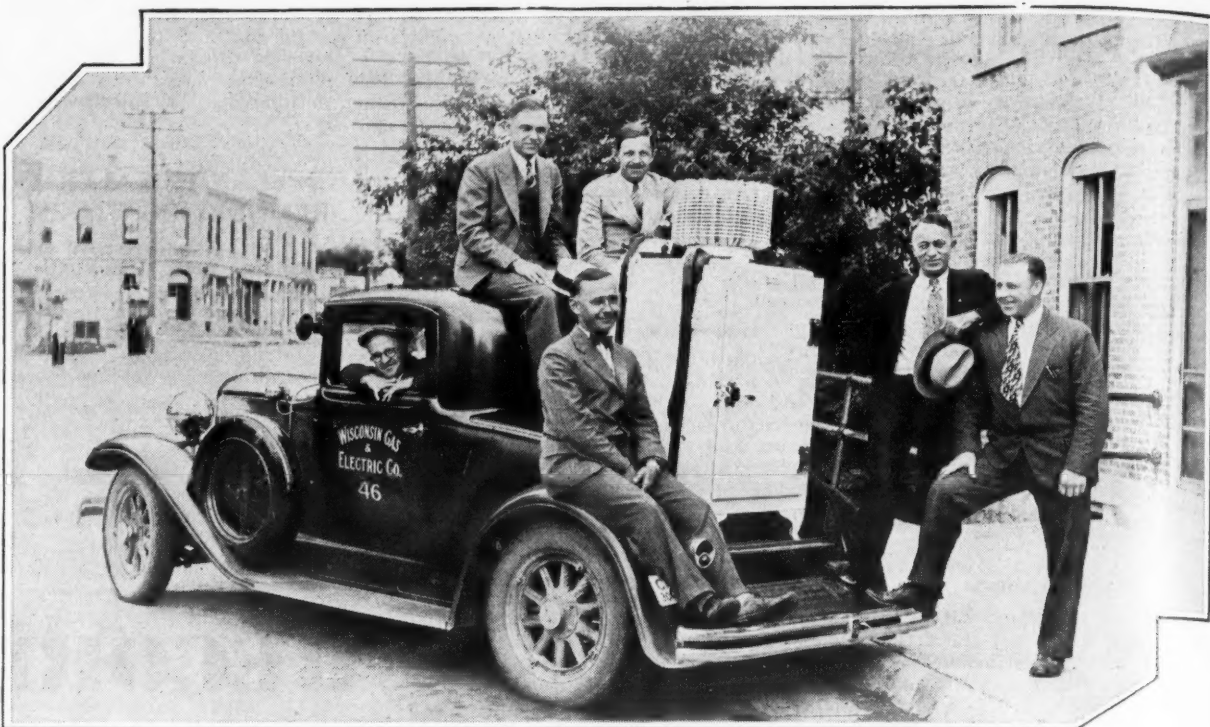
REFRIGERATION dealers are naturally interested in making money—which no doubt accounts for the ever-increasing interest being shown in the Leader. This new Universal Cooler possesses every advantage that makes for easy sales, including a surprisingly low price. It is just the right size for the majority of apartments and homes, is self-contained and is shipped complete, ready to be connected to any convenient light socket. It has pleasing lines, cold control, porcelain interior, satin finish hardware, 8 sq. ft. of shelf area and is a marvel for quietness, economy and durability.

Complete information on request.

Universal Cooler Corporation

Detroit, Mich. - - - Windsor, Ontario, Canada

Refrigerator Travels With Salesman Through Rural Territory



Milwaukee, Wis.—The Wisconsin Gas and Electric Co., of Menominee Falls, Wis., thirteen miles from Milwaukee, in considering ways and means to develop its G. E. refrigerator business, made a thorough study of its potential market and its sales possibilities. They realized that the surrounding territory offered an almost unlimited field inasmuch as practically every one of their rural customers could well afford and needed electric refrigeration. They found it almost impossible to bring these prospects to their display room and still more difficult to interest them otherwise. They, therefore, decided to take the product directly to the homes

of the prospective customers. The photo indicates the manner in which this was done. A complete demonstration of the G. E. refrigerator can be made from the car in either the day or night time, inasmuch as it is completely equipped with spotlights, extension cords, etc. The success of this idea can best be illustrated by the following incident as related by Mr. Lindsley, sales representative of the company. He made a trip to the home of a German farmer lady and as he drove up the road leading to the house, she came rushing out, crying, "No, no! We did not order that!" Mr. Lindsley explained his mission and before long the lady called her husband

in from the field to whom was explained G. E. advantages. Shortly Mr. Lindsley left the farm with an order.

In the driver's seat of the car is Harry Lindsley, sales representative of the Wisconsin Gas and Electric Co.; seated on top at the right is E. H. Schaefer, head of the E. H. Schaefer Co., Milwaukee's well known distributors of G. E. units, and seated beside him is W. G. Steuffer, wholesale manager of the Schaefer Corporation. Those at the bottom are T. M. Newbaur, sales representative; B. H. Nelson, commercial manager, and A. B. Bailing, sales representative, all of the Wisconsin Gas and Electric Co.

FLATBUSH WINS REX COLE SALES CONTEST

New York, N. Y.—Selling 1384 per cent of their quota, the members of the Williams team of Flatbush won the Rex Cole Baseball League Retail Contest for June.

Manhattan was second with 1108 per cent of its quota, Jamaica third with 1093 per cent, Bay Ridge fourth with 933 per cent, Bond Ridge fifth with 903 per cent, Bronx sixth with 840 per cent, Flushing seventh with 913 per cent, and Staten Island eighth with 410 per cent.

Individual leaders, in one-two-three order, were: F. C. Newman, James Patton, and S. J. Latham, Flatbush; J. J. Delaney, John Martin, and E. G. Doderer, Manhattan; Frank Siegmund, W. J. Norris, and H. G. McAdoo, Jamaica; L. W. Ellin, T. B. Brady, and E. A. Davies, Bay Ridge; C. A. Baker, R. W.

Thompson, and F. M. Schulz, Bond Street; George St. John, W. P. Pentz, and Frank Crowe and H. G. Hochman (tied), Bronx; J. C. O'Connors, A. W. Zoltac, and M. Reina, Flushing; T. L. Wilson, George Comtois, and R. F. Depuy, Staten Island.

MEMPHIS PIANO HOUSE NOW SELLING KELVINATORS

Memphis, Tenn.—The O. K. Houck Piano Company announces the addition of Kelvinator refrigerators to its business. This will result in Kelvinator having Main Street window display uptown.

S. P. Freeman, who has been with Kelvinator four years, is in temporary charge at Houck's. Twelve different sizes of the Kelvinator line are on display at the new location, 103 South Main Street.

WETMORE-SAVAGE GET NEW ENGLAND FRANCHISE

Boston, Mass.—Wetmore-Savage Electrical Supply Company, 76 Pearl Street, has been appointed wholesale distributor for the Westinghouse electric refrigerator in all of New England excepting Connecticut. This company has branches in Springfield, Worcester, Providence, Burlington, Vt., and Bangor, Me. Russell P. Wise, manager of the refrigeration department, is organizing the distribution system and selecting local distributors and dealers.

Buckley & Scott Utilities, Inc., 1399 Boylston Street, Boston, have been appointed distributors in metropolitan Boston for the new Westinghouse electric refrigerator. The management is now engaged in laying out a sales campaign and enlarging its staff in all departments, especially in the sales division.

Healthier Scouts



AT Camp Gifford, which nestles in the trees and hills on the Missouri River, ten miles south of Omaha, over 2,000 boy scouts of the Covered Wagon Area Council, Omaha, will this summer have their appetites appeased by refrigerated foods.

This official boy scout camp for the Omaha district comprises 110 acres of ideal camp land and joins the Fontenelle Forest Reserve, which contains over 700 acres of virgin forest, all of which is available to boy scouts for hiking, tracking and nature study.

Camp Gifford, known as one of the best boy scout camps in the middle west, has more than thirty buildings, each equipped to provide for the comfort and convenience of the boys.

This year their equipment is further augmented by another modern convenience. Through the courtesy of the Baker Ice Machine Company, Inc., Omaha, they will use and enjoy Baker's latest contribution to the refrigeration world—the Klondyke, a double duty ice making and refrigerating cabinet.

This complete unit, when operated

eight to ten hours, with gas engine or electric motor, has an ice-making capacity of 200 pounds per day; also a cooling or refrigerated storage space of approximately 22 cubic feet. It is used in camps, highway stands and stores, farms, dairy farms, and other similar places that require a complete and compact double duty unit.

The photograph shows the boy scouts ready to help load the refrigerating unit on a truck at Baker plant. J. L. Baker, president, made the presentation to Scout Executive Houghness.

Georgians Ride the Rails



(Concluded from Page 1, Column 5)

During the week before the opening, a program of divisional meetings was arranged at headquarters of the company's five divisions in Georgia. A portable stage, screen and photophone equipment were carried from meeting to meeting and the General Electric's photophone film, "Drowned in Water," was shown. This film showed the G. E. refrigerator being put to four tests, first being submerged time and again under water, then sand blasted, following which it was frozen within a cake of ice and then a fire built around it—all while the refrigerator was in actual operation.

The Georgia Power Company and its merchandise division believes in the effectiveness of unusual sales contests. Following their usual procedure they devised a contest this year which would add to the competitive spirit, and announced a "Bandwagon Trail Contest," the route starting from Atlanta and leading through practically all of the company's stores in the state. There was present, too, Old Man Quota, but he was eating the bandwagon's dust throughout the race. In each store there was a huge map of the bandwagon trail and thus contestants could see each day how they and others in the various divisions were running.

Cash prizes were offered in four classifications, which were grouped in districts comparable in size. The prizes went to salesmen selling the greatest percentage of quota in each classification, and another cash prize went to the sub-office, regardless of classification, which sold the greatest per cent of quota. Prizes were won by Augusta,

with 105 per cent; Brunswick, 155 per cent; Vidalia, 278 per cent; Douglas, 340 per cent; and Mount Vernon, 474 per cent.

Atlanta, despite strenuous competition, sold 114.6 per cent of its quota, or \$429,729.00 worth of refrigerators.

As to newspaper advertising, 126 weekly papers and 15 daily papers in the company's retail operating territory were used during the two months. The advertising division of the company planned a series of advertisements which it believed would set forth the advantages of the General Electric refrigerator in a particularly striking manner. The all-steel construction of the General Electric, the hermetically-sealed mechanism, accessible temperature control, and the fact that it doesn't need oiling were features stressed in the advertisements. Special advertisements were run on the General Electric water coolers.

Four striking direct mail pieces, built around the themes used in advertisements, went to a carefully-selected list of 12,000 domestic refrigerator prospects. Done in colors, they were particularly effective.

Store and window displays were given particular attention and they attracted big numbers. Street car cards were used extensively and street car dash signs, as well. All electric service statements sent out during June carried an announcement concerning the special refrigerator campaign offer. This offer provided for purchases on \$10 down and the balance in thirty months on General Electric domestic refrigerators, while the commercial equipment was offered

\$10 down and the balance in twenty-four months. However, in most cases the merchants made down payments of at least 10 per cent, as they could be shown where they could obtain actual savings accruing from use of the refrigerators.

As a result of the wonderful work they did, ten sales supervisors, division commercial managers and district managers were given a free trip to Detroit, Toronto, Montreal, Boston, New York and Jacksonville. At Detroit they were greeted by A. C. Mayer, merchandising service manager for the electric refrigeration department, General Electric Company, who acted as host.

The company has added a huge total of electric refrigerators to its lines during the last three and a half years, and has greatly increased its kilowatt-hour output. In seven campaigns the Georgians have sent the refrigerator sales rocket up to the \$3,939,582.00 mark. This figure does not contain the sales of refrigerators made during the non-campaign months from the earlier part of 1927 up to the present time. Here is the record that the Georgia Power Company is proud of:

May-June, 1927.....	\$ 504,687.00
September, 1927.....	127,115.00
May-June, 1928.....	641,418.00
September, 1928.....	216,745.00
May-June, 1929.....	1,048,039.00
September, 1929.....	361,603.00
May-June, 1930.....	1,039,975.00
Total.....	\$3,939,582.00

KELVINATOR, G. E. BALLOONS GO 300 MILES

Detroit, Mich.—"The Kelvinator" did not win in the National Elimination Balloon Race, which started at Houston, Texas, the evening of July 4, but its pilot, Dr. J. M. LeGalle, won a congratulatory telegram from the secretary of the race committee for his "gallant stand against the elements."

"The Kelvinator" was one of ten balloons which were forced down by the thunderstorms which covered 75 miles of the area in which the big bags were soaring Saturday night, July 5. One by one they came down in various sections of Texas, Arkansas and Kentucky. "The Kelvinator" came to earth at Horatio, Arkansas, late Saturday night, but not before Dr. LeGalle had jettisoned all ballast, the food carried for himself and pilot, "Bob" Ebert, their radio, personal belongings and official equipment, in the struggle to keep his balloon aloft. Even a part of the basket was finally cut away and cast to earth. At that, "The Kelvinator" traveled approximately 300 miles.

The elimination race was won by the Goodyear Zeppelin, of Akron, Ohio, which landed at Greensburg, Kentucky, 850 miles from the starting point. The Detroit "Times" bag, landing at Russellville, Kentucky, 700 miles from Houston, was second. These two will participate in the International Race at Cleveland on Labor Day, with Ward Van Orman, 1929 winner of the International Race.

Dr. LeGalle, one of the country's most experienced and popular aeronauts, was shown much attention at Houston previous to the start of the big race, making talks at various clubs, showing movies of previous races.

Cleveland, Ohio.—Through newspapers and radio a great deal of valuable publicity was obtained for the General Electric refrigerator during the recent National Elimination Balloon Race, which started from Houston, Texas.

The balloon entered by the electric refrigeration department of the General Electric Company was in the air about twenty hours and covered a distance of more than 300 miles, finally coming to earth near Kirby, Ark.

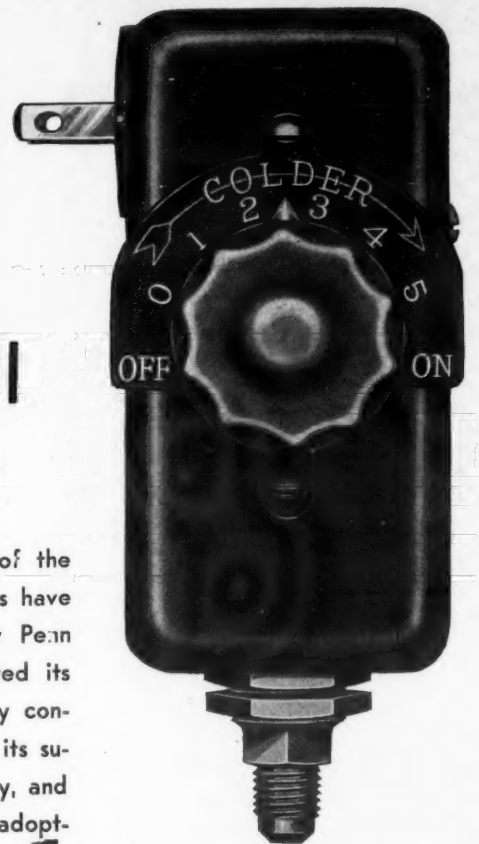
At Houston, the Edmundson Refrigerating Corporation, G. E. distributors, tied in effectively with the balloon entry. Full page ads, carrying photographs of the balloon and pilots, were carried in the newspapers, which also carried news stories and photographs in the news columns. At the airport from which the balloons took off, a huge sign, "General Electric Refrigerator," thirty-five feet in length, informed the 50,000 attending that the G. E. was represented. Then at 10 o'clock that evening, the Edmundson company arranged a special broadcast program over radio station KPRC, the program being received by Pilot S. A. U. Rasmussen and his aide, Tracy W. Southworth, over a new General Electric radio.

The pilots made excellent time during the first night, but the following day they met severe thunderstorms. They tried to go over the storms, but found this inadvisable after ascending to an altitude of 14,000 feet. Then in descending, the balloon basket struck the ground with such force that Pilot Rasmussen was thrown out, dislocating his left shoulder. Southworth then ripped the balloon and the G. E.'s bid for aerial glory ended.

PENN TYPE 'J' Unit Control

FOR DOMESTIC REFRIGERATORS

Wins
instant
approval



SOME of the manufacturers of the better domestic refrigerators have already accepted the New Penn Type J Unit Control. They tested its performance—tried it under every conceivable condition. They studied its superior design, its amazing simplicity, and its compact construction. Then they adopted Penn Type J as standard equipment.

Yet, as with everything that is new, some few manufacturers still hold back. They are sacrificing sales in clinging to antiquated controls. Perhaps it is the element of price. Perhaps a foolish prejudice against the new!

But Type J is only new in the sense that it combines the functions of several proven controls into one, simplified, highly perfected, compact instrument, with one dial, which gives complete control. Its movement in half circle lowers temperature to suit manufacturers' specifications, and is also used for starting and stopping when defrosting, and resetting of the switch if thermal overload protector has opened the circuit. It is impossible to reset the switch manually until the thermal overload protector has cooled. In addition to these special features, Penn Type J also provides a differential and range adjuster.

Don't handicap your sales longer by using obsolete controls on your refrigerator. Send immediately for complete specifications on Penn Type J.

PENN ELECTRIC SWITCH CO.
DES MOINES, IOWA

Penn switches are the product of 14 years of research and experiment in the Penn Laboratories.

KEROTEST

ANGLE VALVES

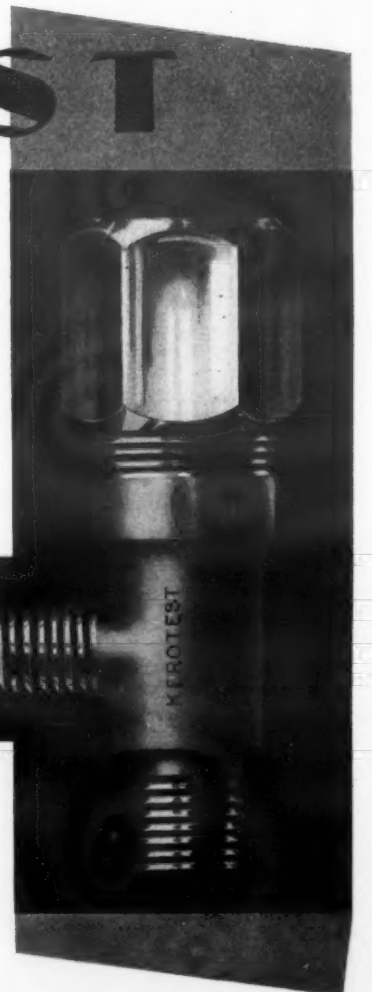
of FORGED BRASS.
For your manifolds, individual charging tanks, etc.

The Kerotest original style seal cap and unusually large packing chamber make this Kerotest Angle Valve, type 235 very popular and inexpensive. It is very compact yet unusually strong assuring lasting, dependable service. Fitted with Wing Nut Seal Caps or Hand Wheels if desired.

Send for Detailed Specifications and Quotations

KEROTEST

KEROTEST MANUFACTURING COMPANY
PITTSBURGH, PA.



PATENTS

Searches, reports, opinions by a
Specialist in REFRIGERATION
H. R. VAN DEVENTER
Solicitor of Patents - Refrigeration Engineer
342 MADISON AVE. NEW YORK

S-A-F-E-G-U-A-R-D YOUR ELECTRIC REFRIGERATORS

by brazing all joints and connections
that come in contact with chemicals
or gases, or are subject to shock or
vibration—with

"HANDY" SILVER SOLDERS

The greater ease and speed of "silver-brazing," compared with the use of any base-metal brazing material, more than saves the higher cost of the silver solder.

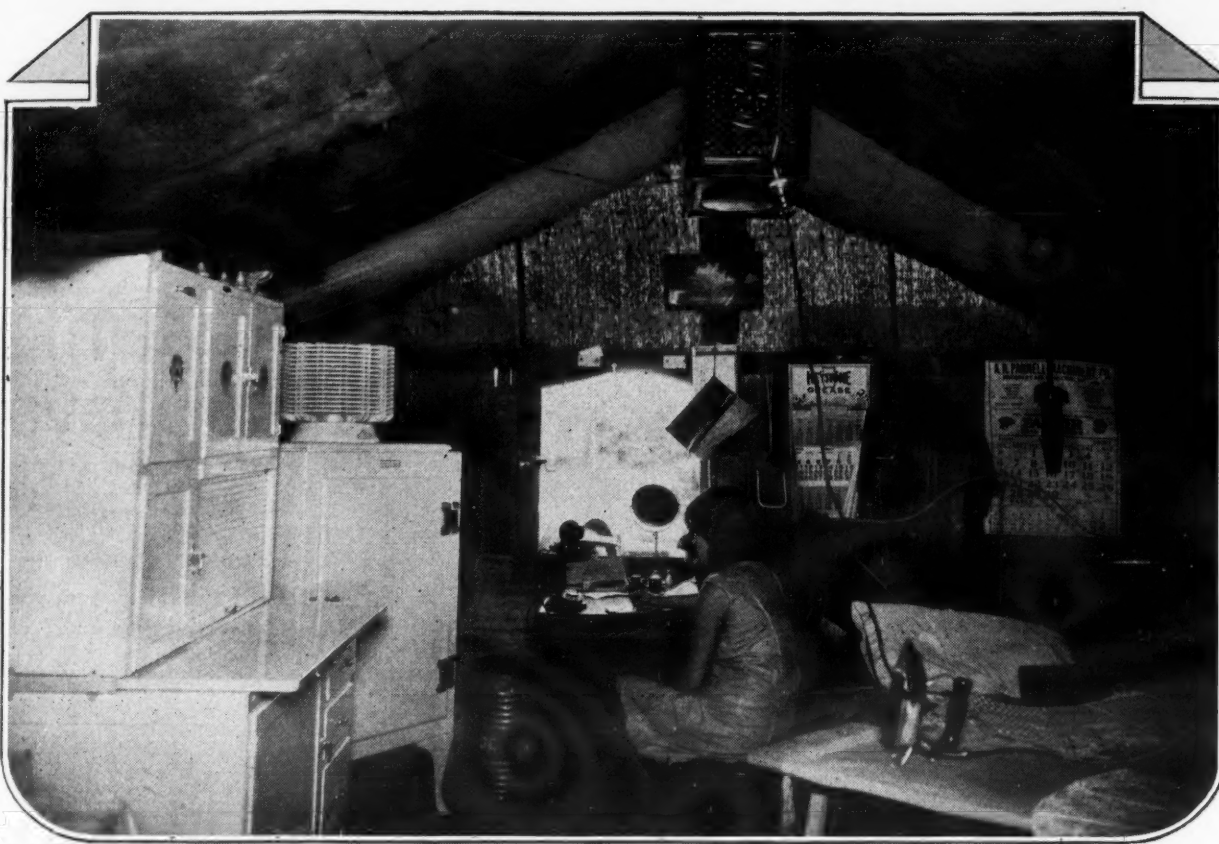
The relatively low temperatures at which "Handy" Silver Solders flow avoid the deterioration of metal contiguous to the weld.

Silver's well known resistance to corrosion is an important factor in the use of "Handy" Silver Solders in the refrigeration industry.

Send for Bulletin No. 3ER and other literature useful to those who solder, braze or weld.

Handy & Harman
Executive Offices: 57 William St.
New York, N.Y.

Camp Refrigeration in the Oklahoma Oil Fields



The refrigerator in its corner of a tent home on a Western oil field. Its white finish makes it stand out well in the dull background.

Oklahoma City, Okla.—Whether a prospect lives in a tent or in the Governor's mansion, he can be sold electric refrigeration. Evidence of this is found in the sale of a General Electric G-55 to Mr. and Mrs. W. B. Spears, of Oklahoma City. This refrigerator is now installed in the temporary tent home of Mr. and Mrs. Spears.

The tent is located on the edge of the oil field, southeast of Oklahoma City, which is said to be the largest oil field in the world. Mr. Spears is an oil driller and, although temporarily living in the tent, he wanted all of the modern conveniences possible. An electric iron, a large white kitchen cabinet, and

messer, M. F. Mahoney, W. C. Noll, C. Sweeney, master of gobs; W. E. Land-G. Smith, M. T. Bard, H. W. Kumler, W. M. Timmerman, G. D. Koblick and H. H. Bosworth.

Banquet committee—J. J. Donovan, chairman; A. A. Uhalt, A. C. Mayer, W. M. Timmerman, H. H. Bosworth and H. E. Johnson.

Special entertainment committee—M. F. Mahoney, chairman; J. J. Donovan, H. T. Hulet, G. C. Wasson, E. H. Norland and J. M. Walker.

Decorations and props committee—A. C. Mayer, chairman; O. C. Hamilton, B. F. Slye, J. T. Dickson, A. R. Green, E. H. Norling, W. A. Toker and N. B. Ronning.

Athletic and sports committee—O. C. Hamilton, chairman; A. T. Taft and F. Chandler.

Songs committee—Paul H. Dow, chairman; H. P. Smith and F. M. Corliss.

Auditing committee—H. P. Smith, chairman, and B. F. Slye.

Business sessions, which will be held from 9 in the morning until 1 in the afternoon on each day, will be presided over by P. B. Zimmerman, general sales manager for the electric refrigeration department of the company. The afternoons will be given over to various athletic and sports events and the entertainment program.

NEW MONEL FINISH DEVELOPED

New York, N. Y.—A new Monel metal finish, designated as No. 8, has been developed by the Huntington mill of the International Nickel Company to replace those finishes formerly known as No. 3 and No. 4.

It has a silver satin appearance with more lustre than both of the latter but without the high reflectivity of the full finished No. 5. It was developed to eliminate the need on the part of fabricators for further polishing of their products after manufacturing operations are completed.

The No. 8 is more attractive in appearance than the two finishes which it replaces. It can also be used instead of No. 5 for some purposes.

TWO BIRMINGHAM DEALERS IN MERGER

Birmingham, Ala.—The Radio & Refrigeration Company, 1817 First Avenue, North, has been merged with Maddox and Hawkins and are now in a new location downtown at 2011 Third Avenue, North. F. A. Maddox and G. V. Hawkins are the proprietors, with W. A. Logan, of the Radio & Refrigeration Company, leaving the refrigeration field.

ELECTROLUX STARS SET FAST PACE IN CONTEST

Evansville, Ind.—Twenty-five leading salesmen of Electrolux refrigerators averaged a sale of 23 refrigerators apiece during the month of May, according to H. S. Boyle, Electrolux sales promotion manager. Cash prizes were awarded to the high men in each of 19 districts, to the top three salesmen in New York, to the first and second highest in Philadelphia, and to the first ranking salesman in Chicago.

J. P. Conklin, of Brooklyn Union Gas Co., at Brooklyn, N. Y., won the first New York prize for having sold 36 Electrolux refrigerators, costing \$8,550. Phillip Ollivier, of the same company, ranked second, and Louis Poggie, of the Kings Appliance Co., was third.

In Philadelphia during May, Arthur J. Dyer, of the Hajoca Corp., won first prize by selling 40 Electrolux refrigerators, retail, for a total of \$11,522. Russell E. Woodward, of the Philadelphia Gas Works, was second.

William Manzel, of the Utility Appliance Corp., won the Chicago prize by selling 27 refrigerators for \$5,329. District cash prize winners were:

L. F. Stanger, Cambridge Gas Light Co., Cambridge, Mass., 16 sold—\$4,875; Franklin Wing, Boston Consolidated Gas Co., Boston, Mass., 18 sold—\$2,802; M. J. Landers, Springfield Gas Light Co., Springfield, Mass., 22 sold—\$3,560; R. E. Ford, Public Service Electric and Gas, Englewood, N. J., 9 sold—\$2,343.

L. C. O'Neil, Public Service Electric and Gas, Hackensack, N. J., 9 sold—\$2,255; Harold Hitchcock, Smith & Oby Co., Cleveland, Ohio, 35 sold—\$8,215; Fred Graves, Lynchburg Gas Co., Lynchburg, Va., 11 sold—\$2,995; A. C. Kake-man, Washington Gas Light Co., Washington, D. C., 11 sold—\$2,910; A. H. Ayres, Birmingham Gas Co., Birmingham, Ala., 30 sold—\$5,093.

W. C. Heacock, Van Deren Hardware Co., Lexington, Ky., 16 sold—\$4,192; R. A. Bradford, Consumers Power Co., Pontiac, Mich., 13 sold—\$3,130; F. Sherwood, Northern Indiana Public Service Co., Ft. Wayne, Ind., 9 sold—\$2,050.

Royce L. Harp, Minneapolis Gas Light Co., Minneapolis, Minn., 26 sold—\$5,826; J. E. Clements, Wyandotte County Gas Co., Kansas City, Mo., 8 sold—\$2,145; W. A. Anderson, Metropolitan Utilities District, Omaha, Neb., 7 sold—\$1,800; Earl Gerding, Penniman, Inc., Dallas, Texas, 17 sold—\$5,316.

R. R. Heineman, Seattle Gas Co., Seattle, Wash., 47 sold—\$8,300; J. E. Kern, Southern California Gas Co., Los Angeles, Calif., 40 sold—\$7,996; Jack Koshada, A. Baldwin Co., New Orleans, La., 26 sold—\$6,994.

INDIVIDUALITY KEYNOTE OF BUFFALO DISPLAY

Buffalo, N. Y.—The Kelvinator-Buffalo Corporation, 709 Main Street, has recently made many changes in its show rooms. E. C. Coshrane, president of Kelvinator-Buffalo, a visitor to Detroit and the factory recently, explained a new method of selling Kelvinator to Buffalo folks, for which the show rooms have been especially adapted.

Instead of showing the prospective buyer the various models as displayed in lines on the whole showroom floor, the models are now set up in small sections, which are separated by screens. Only two or three models are in these little screened off sections, in which there are comfortable chairs and a table. The salesman is thus enabled to concentrate the attention of the buyer on the particular models on view and keep her mind from wandering from one model to another, as in the case when the whole line is in sight.

The walls of the showroom are decorated in silver, and the flower and leaf decorations of the partitions and screens are in silver and gold, the floor in checkers of black and white. The effect is very striking. The showroom thus screened off is 76 feet, giving ample space for the display of all the Kelvinator models in each separate compartment.

MEMPHIS MEN BUSY ON APARTMENT DEALS

Memphis, Tenn.—The W. P. Galloway Company, Frigidaire distributors, are installing equipment in eleven Memphis apartments, eight of which are old buildings.

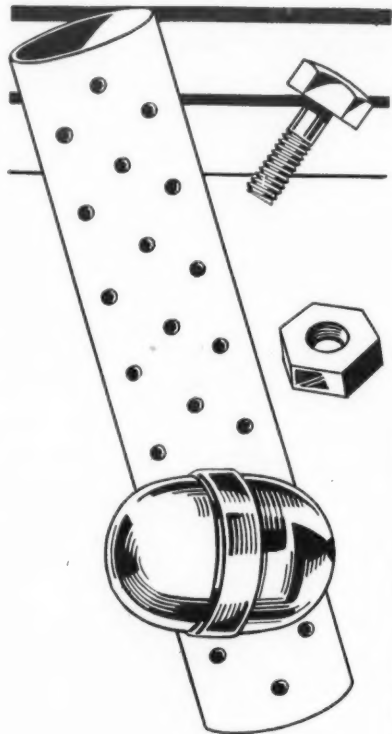
"Bridgeport"

Serving the Manufacturer With Fabricated Articles of Precision

The manufacturers who devote most of their energies to designing and selling their products naturally seek a plant that will take over the manufacture of many of their items.

The Bridgeport Brass Company has actively co-operated with most of the well known manufacturers, either by supplying them with suitable mill products, or by making stampings, cups, deep drawn thin walled shells or completely finished articles stamped with the manufacturer's names. Our engineering and mill facilities are at your disposal.

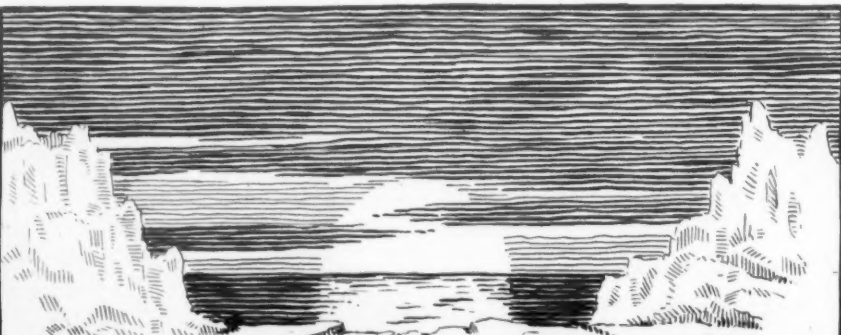
Brass Mill Products and Fabricated Articles To Order.



Bridgeport Brass Company

Bridgeport, Connecticut

New York Philadelphia Chicago Cleveland Detroit Boston Louisville
Buffalo Newark Providence Dayton Pittsburgh Syracuse



Silent as the Setting Sun

So quiet that, standing a yard away, you cannot detect a sound . . . so free from vibration that movement is unnoticeable . . . so dependable that it runs for years without attention, the specially designed Leland motor is the best equipped unit for electric refrigeration yet developed.

The Leland Electric Co.
Dayton, Ohio, U.S.A.

GENERAL ELECTRIC MEN PLANNING ANOTHER CAMP

Cleveland, Ohio.—Plans for the annual summer gathering of General Electric refrigerator distributors and key men, at Association Island, Henderson Harbor, N. Y., are being rushed to completion.

The gathering, known this year as Camp Refrigeration IV, will be staged on August 20 to 23, inclusive. Harry C. Menley, assistant to General Manager T. K. Quinn, will act as camp manager. He has just announced his committees, which are as follows:

Advisory committee—M. F. Mahoney, Walter J. Daily, J. J. Donovan, A. C. Mayer, A. M. Sweeney, G. C. Wasson.

Attendance, tent assignments and transportation committee—M. F. Mahoney, chairman; C. G. Smith and W. E. Hart.

Publicity committee—W. J. Daily, chairman; W. A. Toker, O. C. Hamilton, H. O. H. Quinn and A. L. Scaife.

Opening ceremonies committee—G. C. Wasson, chairman; A. M. Sweeney and W. E. Hart.

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Rookie initiation committee—A. M.

EXTRA DRY ESOTOO

THE PUREST

SULPHUR DIOXIDE

Analysis Guaranteed

WE HAVE AN AGENT, WITH OUR PRODUCT IN STOCK, NEAR YOU—WIRE US WHERE WE CAN SERVE YOU

VIRGINIA-SMELTING CO. West Norfolk Va

P. A. EUSTIS, Sec. - 131 State St. BOSTON - 2 Rector St. NEW YORK

SCIENTISTS BUY COPELAND TO KEEP MOSQUITOES IN

A most novel use is that ahead of a specially designed Copeland electric refrigerator now on its way to the Rockefeller Foundation Laboratories at Bahia, Brazil. There it will be used as a bacteriological incubator in the study of fever-breeding mosquitoes, and will function as a vital part of the Foundation's yellow fever experiments.

The cabinet is an identical Model A 45 produced by Copeland Products, Inc., for ordinary small household needs. It contains the standard Copeland No. 1, one-sixth horsepower condensing unit, in the mechanism compartment. But thereafter it differs, and the variation brings about a paraphrasing of the company's euphonious slogan "Cooled by Copeland" to "Heated by Copeland." The purpose of the cabinet is to maintain temperatures as high as 110 degrees, though it is still able to reach a temperature as low as 32 degrees and maintain it indefinitely.

The interior workings of the cabinet are still largely of Copeland construction, though they are entirely foreign to the customary electric refrigeration. They consist of a cooling unit of the vertical fin type, with expansion valve; a double-throw thermostat; a heating element with two standard 12-inch, 40-watt showcase bulbs; a relay to stop down the current, and an ordinary defrosting tray.

The cooling unit is of the Copeland-Larkin type, with 325 square inches of refrigerating surface, more than ample for the cabinet's cooling efficiency. It is set in the upper left section of the cabinet, with the expansion valve just beneath. The heating element is in the lower left section of the cabinet, with its bulbs running toward the front. Between cooling and heating units is the thermostat. It operates from a single electric cable, directing power to the condensing unit when lower temperatures are required, and diverting current to the heating element when the temperature has dropped below the prescribed point. The thermostat is so set that a temperature differential of only two degrees F. is possible.

The baffle plate not only separates the cooling chamber from the compartment in which the mosquito cages are to be placed, but its angling position directs the cold air downward when the cooling unit is in operation, and reverses the air current and directs it upward when the heating element is operating.

The compartment in which the mos-

quito cages will be placed is 18 inches high, 13 inches wide and 18 inches deep. Here studies will be made of the temperatures that accelerate or retard growth of mosquitoes which breed yellow fever.

PHOENIX IS INTRODUCED TO STARR FREEZE UNIT

Phoenix, Ariz.—Featuring over-size compression to meet the extreme conditions of the desert summer, the Starr Freeze electric refrigerator is making a very successful bid for new business in the district centering in Phoenix, Arizona. Holt & Co., a firm that handles Steinway pianos, is state distributor for the Starr product.

J. H. Holt is a young Irishman. It was his father's brother, Ben Holt, who developed the tank from the tractor caterpillar in the big war.

The family has long been identified with the manufacturing and distribution of household mechanical accessories, both in the middle west and in California, and young "Nolan" Holt has simply taken his share of the family estate and financed himself as a distributor.

When the youthful Mr. Holt proposed to the Starr people that they design something for this hot southwest country, the Starr people said, "Certainly; show us an adequate sales volume and we'll make you the over-size units."

When the weather broke hot in Phoenix, the new organization was ready with a big time demonstration. The Steinways were moved back. The Starr Freeze units took the floor, the sidewalk on two streets, and half the balcony.

Two elements contributed to the success of the opening. They will always be popular for they appeal to human interest. Mr. Holt is a good showman.

The first of these elements, color, was naturally suggested by the present trend to color in kitchen utensils and fittings. The exhibit fairly flashed with Delft blues and Nile greens and Old Ivory.

Then Mr. Holt induced the visitors to try their luck, whether they wanted a refrigerator or not. Every sixtieth machine sold went free, according to the results of a lottery.

In these drawings, every ten dollars paid down represented a chance. If a customer paid more than five tens, he could apply the excess numbers to the name of a friend. Other features devised by Mr. Holt led to good feeling, gave him contacts, and provided his sales force with live lists.

SELLING REFRIGERATORS IN A TENNESSEE TOWN

Sweetwater, Tenn.—Since the first electric refrigerator dealership was established here five years ago, in this town of 2,000 persons, the sales of each year have been well in excess of all that had been sold previously. But all local dealers agree that this proportion will be much increased this season.

The sales of this year are expected to run two to three hundred per cent over the total of sales made in the last five years.

Anticipation of this increase is based in part on the fact that the Sweetwater folk have accepted electric refrigeration as a home necessity rather than a luxury. The Tennessee Electric Power Company, selling Frigidaire, using practically the same selling methods as last year, has set a quota practically equal to all the refrigerators now in its lines.

But a larger portion of the increase will probably be due to the fact that the two other dealers, Guthrie, Bradley and Jones with Kelvinator, and the Cleveland-Wright Company with General

Special Problems

THE best article in the world about how Winston Paul sells Frigidaires in New York City, or R. Cooper's experience in marketing G. E. refrigerators in Chicago, isn't worth much to the man who has just embarked on a dealer's career in a small city or town. His problems are different.

For that reason, the News has made a special point of presenting the refrigeration picture in less populous communities. Recently it was Hopkinsville, Kentucky; this time it is Sweetwater, Tennessee. There will be others.

Electric, have worked out a plan for selling with home demonstrations, just as they do with radio.

Cleveland-Wright have found that an average home demonstration of one to two weeks costs between \$4 and \$5, and sells six out of every ten machines placed out on demonstration. This cost covers interest on the investment, cost of delivering and installing the machine and bringing it back to the store if not sold, and the time taken up in arranging and following up demonstrations. This cost, of course, would be larger but for the fact that all deliveries here are short and the company uses its truck for this purpose where there is no other hauling to be done.

The experience of Guthrie, Bradley and Jones in selling refrigerators through home demonstrations is practically the same as that of the Cleveland-Wright Company. When a machine has been used in a home about ten days, and the family has become accustomed to its use, there is better than an even chance that the sale will be completed.

It was this store that pioneered electric refrigeration here. The first year only units for installation in refrigerators already in use were sold. The next year, however, they offered the complete installation.

The Guthrie, Bradley & Jones Company reports a decided falling off in ice refrigerator sales, due to the fact that customers who have electrical service and farm lighting plants are planning to buy electric refrigerators soon and are not inclined to buy anything that will be merely a makeshift. They predict that in a very few years their ice refrigerator sales will be limited to the rural sections.

Home Demonstration Popular

Both these companies have for many years sold radio, and found the home demonstration plan the only satisfactory method of interesting the conservative Tennessee mountain folk with whom they do business. It occurred to them that refrigerators could best be sold in the same way, and the plan has been highly successful and more satisfactory, even, than with radio. Their percentage of sales from refrigerator demonstrations run higher than the percentage of radio sales; about sixty per cent in the case of the former and a little under fifty per cent with the latter.

A longer demonstration is found advisable with refrigerators. In the case of radio, the interest of the prospect reaches its height after a night or two, and then begins to decline. But the longer an electric refrigerator remains in the home, the harder it is for the family to give it up and the greater are the chances of completing the sale.

Losses sustained through carelessness in the use of radio receivers out on demonstration are absent in the case of refrigerators. There are no tubes to burn out and no other vulnerable parts. The machines are built to stand many years of hard service, and the buyer of an electric refrigerator that has been previously demonstrated for several weeks would never know he was not getting a machine right from the factory if he were not told.

Both companies have found that they can afford to be more liberal with their refrigerator demonstrations than with radio demonstrations. When anyone who is able to buy indicates even a mild interest in the purchase of a refrigerator, they believe a demonstration that costs around five dollars worth while. The chances are in favor of the sale being completed after the refrigerator has been in the home a reasonable time, and even if it is returned to the store the family will no longer be satisfied with ice refrigeration and will buy at some time in the future.

A circumstance that doesn't exactly fit into the selling plan, but which is a strong influence nevertheless, is the fact that an old ice box that has been left unused during the period of the demonstration deteriorates to the extent that it may not give satisfaction in the future, thereby increasing the desire for the electric that has been returned to the store, and often swinging the sale.

With the exception of the power company's usual method of selling, no house-to-house work on refrigerators has been done in this territory. The other two concerns that sell electric depend on contacting prospects through their regular dealings with them.

Each keeps refrigerators on display in the store all the time, and through the spring and summer give them liberal display in their windows.

The cost of refrigerator selling chargeable to the demonstrations is only three or four per cent, according to the experience of these two stores. This is something like half the cost chargeable to demonstrations in the case of radio, and but a fraction the commissions paid salesmen by power companies and other dealers. In view of the increased volume that can be built through their home demonstration plan, these two Sweetwater dealers believe that their method of selling is almost ideal, in their case at least.

UNIVERSITY PRESIDENT CHOOSES KELVINATOR

Ann Arbor, Mich.—The Detroit Kelvinator Branch is installing a De Luxe Model 22 Kelvinator in the residence of Alexander G. Ruthven, president of the University of Michigan, Ann Arbor. The new refrigerator replaces an older and smaller Kelvinator model.

Kelvinator-Detroit also has a contract for electric refrigeration for the new Women's Dormitory at the University, the largest of the group of new buildings. Installation will be made during the summer of complete kitchen equipment, water cooling system, etc., in time for the opening of the new dormitory for the fall term.

AYRES PUSHES ELECTROLUX TO FOREGROUND AGAIN

Birmingham, Ala.—One of the largest single jobs ever secured in the South was closed recently by the Birmingham Gas Company for installation of one hundred and seventy-six Electrolux refrigerators in the Ridgely Apartments here. The building will take models EL-4, EL-5B and EL-7's, according to A. H. Ayres, manager of the refrigerating department.

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Guaranteed **FILTERS** for Electric Water Coolers. *Pure, Clear Water.*

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MANUFACTURING COMPANY
49 LEXINGTON AVE., BROOKLYN, N.Y.
Manufacturers of FILTERS & COOLERS of all sizes.

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"The Boiler Plate Cabinet"
DOMESTIC UTILITIES
Division of the Refrigeration Corp. of Maryland
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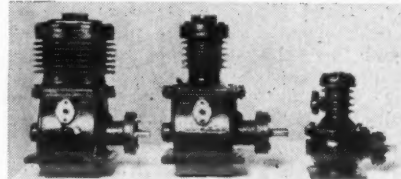
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VALVE Needles
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FRIGID ZONE COMPRESSORS

have a wonderful record for service and now A NEW LOW PRICE for those who assemble their own units.



Quiet Efficient Trouble Free
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LOW LIMIT CONTROL

to
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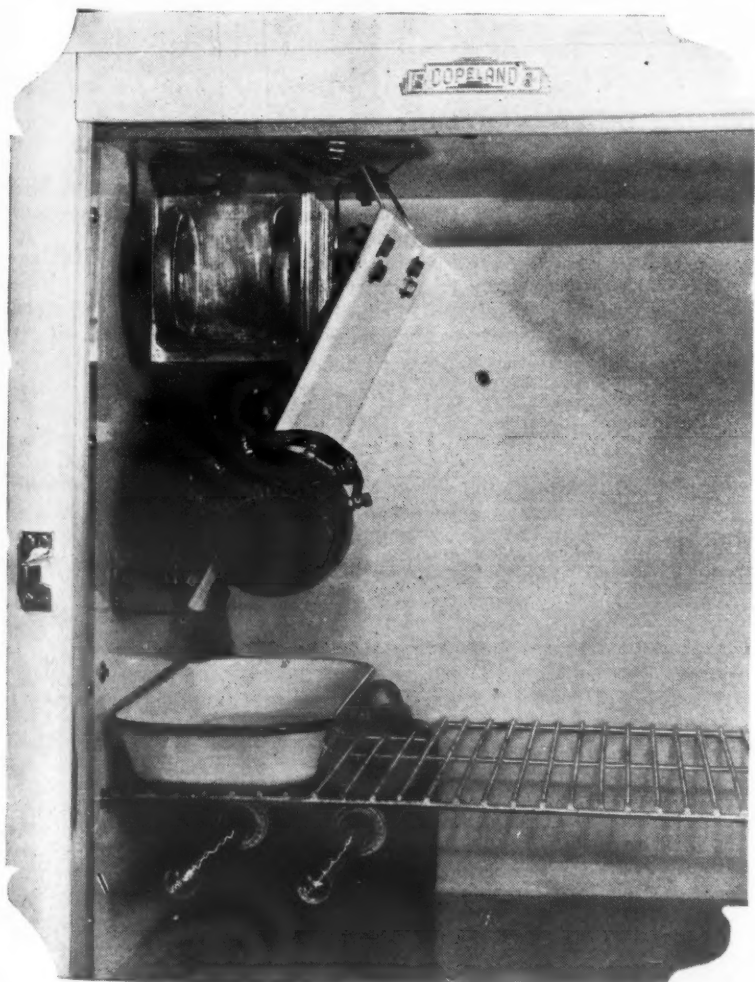
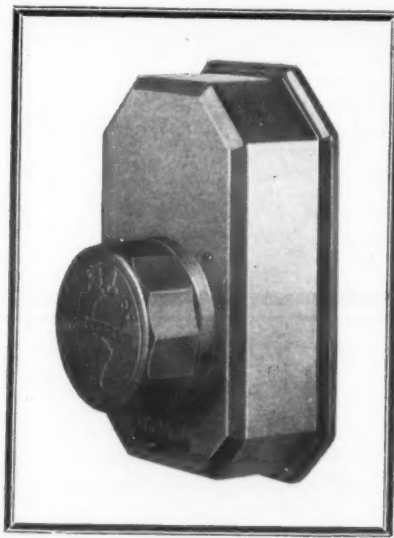
MERCOID Thermostat

The No. 855 Mercoid Thermostat can now be furnished for refrigerated temperatures. One application is its use as a low limit control. Wired in series with the low side pressure control, it acts as a limiting device and keeps the temperature from going too low. Especially suitable for Florist Boxes or any other installation where freezing would cause damage. May be adjusted to any temperature from 25° to 60°.

Write today for complete information on these instruments and the Solenoid Valve for water-cooled units

AMERICAN RADIATOR COMPANY

Accessories Division—Dept. MER-7
40 WEST 40th STREET, NEW YORK, N. Y.



This Copeland refrigerator blows both hot and cold, while the fever breeding mosquitoes either roast or shiver.

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SPECIALIZING IN
**REFRIGERATION COMPRESSOR
ECCENTRIC and
Crank Shafts**

MADE TO YOUR SPECIFICATIONS. SEND US YOUR
BLUE PRINT — WE WILL SEND YOU OUR PRICES.

MODERN MACHINE WORKS, INC.
195 MILWAUKEE STREET DEPT. C. MILWAUKEE, WISCONSIN

REX COLE WATER COOLER SALESMEN IN BOAT RACE

New York, N. Y.—While Rex Cole waits at an imaginary finish line in an imaginary judges' yacht, 21 of his General Electric water cooler salesmen will be pulling away with all their might at imaginary oars in imaginary shells to reach quotas in a July sales contest camouflaged as a boat race.

These Manhattan retail water cooler salesmen will compete for prizes of one hundred fifty, one hundred, and fifty dollars. Should more than the established quota be sold, the purse will be increased proportionately. L. Howard Jenks, Jr., will distribute the money among the members of any prize-winning crew.

The boats are named after representative telephone exchanges in the various sales areas. Under the leadership of eight coxswains, the 21 salesmen have been divided into eight crews.

Coxswains and their shells are: Casper Marsellus, Hanover; L. M. Lackey, Cortlandt; Hal T. Taintor, Canal; Robert L. Davis, Walker; Lou N. Garfield, Stuyvesant; W. F. Van Diest, Murray Hill; Harry T. Dowd, Chelsea; N. C. de Beaumont, Vanderbilt.

BIGGS JOINS WESTERN KELVINATOR COMPANY

Kansas City, Mo.—Allan D. Biggs, for about eight years with the R. E. Parsons Company, distributors for Frigidaire, has joined the Western Kelvinator Company to take charge of the utility sales division.

The Western Kelvinator Company now has in the territory eighteen salesmen, and two city men working with metropolitan dealers. June was a record month for the company. It has experienced an increase of ten per cent in sales every month since it took over Kelvinator distribution. J. B. Taylor is salesmanager.

The company, now located at Walnut and Sixteenth Streets, is moving its offices to 2029-32 Baltimore Avenue, August 1, where floor space will approximate 40,000 square feet, an increase of about 20,000. The large brick building is being rebuilt and remodeled for the company.

CONE COMPANY ENTERS AMARILLO FIELD

Amarillo, Tex.—The E. O. Cone Co., of El Paso, General Electric refrigerator distributor, has opened a branch office here. J. E. Vaughan, of the Cone Company, stated that the rapid growth of business in the Panhandle region necessitated the expansion. The company is now conducting a series of demonstrations throughout the territory and good results are being obtained.

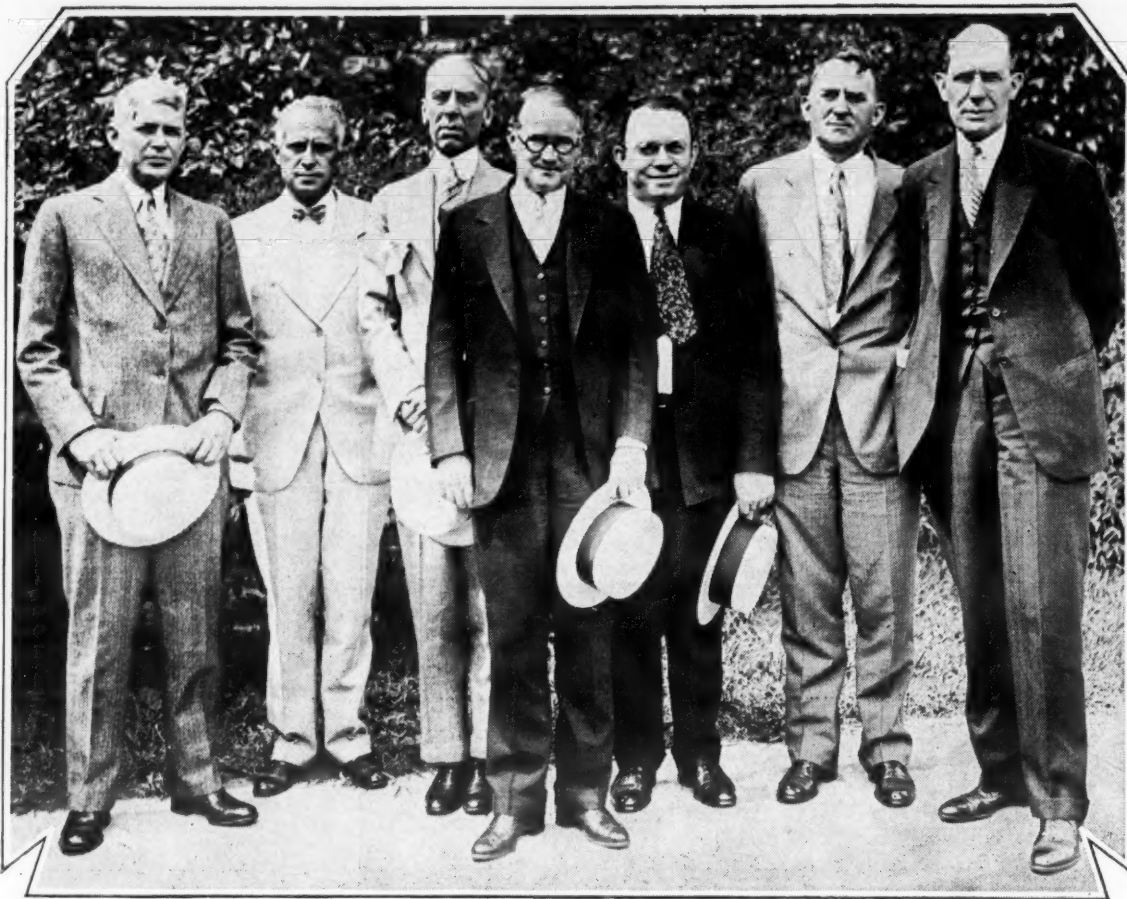
R. T. NELSON GOES TO STARR ORGANIZATION

Richmond, Ind.—R. T. Nelson, formerly chief engineer of the Norge Corp. of Detroit, is now consulting refrigerating engineer with the Starr Piano Co. of this city.

Planning to make extensive use of its wide distribution system, which is now used as an outlet for musical instruments, the Starr Piano Co. contemplates broad expansion in the refrigeration field.

"Thank you for the copy of REFRIGERATION NEWS just received. It was worth two dollars to us to know what the other fellow is doing. It is just the paper needed for the dealer who wants to meet competition honestly and squarely."—Security Electric Co., Crosswicks, N. J.

The Big Seven



Dayton, Ohio—Alfred P. Sloan, Jr., president of General Motors Corporation, conferred with six vice-presidents of the corporation at the Frigidaire plant here July 1.

The head of one of the largest industrial groups in the country declined to comment upon either his visit here or business generally. Immediately upon his arrival he inspected the Moraine

City Frigidaire plant, after which he went into executive session.

In the party were (left to right): C. E. Wilson, O. E. Hunt, Alfred P. Sloan, Jr., Richard H. Grant, E. G. Biechler, president and general manager of Frigidaire Corp.; J. L. Pratt, and Charles F. Kettering.

A special exhibit of Frigidaire products was arranged at the Moraine City

plant for the party. Luncheon was served there, and during the afternoon a tour of inspection was made at the Taylor Street plant of the company. The late afternoon and evening were devoted to conferences, with a dinner at the home of Mr. Grant in the evening. Messrs. Sloan, Pratt and Grant left late in the evening for Detroit, where a conference was slated for the next day.

REQUESTS FOR INFORMATION

Readers who can be of assistance in furnishing correct answers to inquiries, or who can supply additional information, are invited to address Electric Refrigeration News, mentioning query number.

New Freezer

Query No. 373—"We should like to secure the name of the manufacturer of a new patent freezer which chemically freezes any liquid, such as jello, ices and ice cream in thirty-seven seconds, and then automatically dishes out six portions. We believe this organization is located in New York City."

Small Marine Unit

Query No. 374—"Can you tell me who manufactures a very small compressor, suitable for installation on yachts?"

HOLT HOLLINGER KILLED BY FALL FROM PORCH

Detroit, Mich.—Holt Hollinger, cooperative advertising manager of the Kelvinator Corporation, met a swift and unexpected death Sunday morning, July 13, when he fell from a second-story porch of his apartment at 6534 Apple Street.

He leaves a bride of a few months. The funeral was held Tuesday at Battle Creek, Michigan, and was attended by Vice-President H. W. Burritt and Advertising Director Earl Lines of the Kelvinator Corp.

LITERATURE OF MANUFACTURERS

Catalogues, bulletins and other material recently issued.

Manufacturers are requested to send copies of new trade literature to Electric Refrigeration News.

All-Size

The new and Improved All-Size bottle coolers are illustrated in a folder issued by the S & S Products Co., Lima, Ohio. Five models are available, three of which have redesigned wheel frames and wider bottle tracks. This innovation permits the handling of all types of bottles in the pockets of the bottle wheels. Two of the coolers are of the cabinet or chest type and utilize direct expansion cooling coils. All models are designed for mechanical refrigeration and come equipped with cooling coils.

Cork Import

Bulletins Nos. 292 and 293 have been issued by the Cork Import Co., New York City. No. 292 deals with cork covering for cold pipes, coolers and tanks, while No. 293 describes the manufacture and uses of Novold corkboard insulation.

Gibson

Seventeen cabinets make up the line designed for electric refrigeration by the Gibson Refrigerator Co., Greenville, Mich. Nine of these models are illustrated in a folder now available to the trade. These models have food storage capacities ranging from 3.75 to 7 cu. ft. All Gibson electric cabinets have adjustable hanger irons adaptable to any make or design of cooling unit.

SEATTLE BUILDER ORDERS COPELAND UNITS

Seattle, Wash.—Among recent large orders for Copeland refrigerators, placed through the Harper Meggee Company, distributors at Seattle, is that of 52 Copelands for Gustav Larson, Seattle builder, who will place these refrigerators in the residence which he will build during the summer.

REFRIGERATION RUBBER WARE

Specializing in the development and manufacture of hard and soft rubber parts for electric refrigeration.

THE AETNA RUBBER CO.
ASHTABULA, OHIO

THE CONDENSER

ADVERTISING RATE fifty cents per line (this column only).

SPECIAL RATE if paid in advance—Positions Wanted—fifty words or less, one insertion \$2.00, additional words four cents each. Three insertions \$5.00, additional words ten cents each. All other classifications—fifty words or less, one insertion \$3.00, additional words six cents each. Three insertions \$8.00, additional words sixteen cents each.

POSITIONS WANTED

PRODUCTION executive available at once, technical and practical man with years of experience with one of the largest concerns. Thoroughly experienced in the production of household and commercial electric refrigeration, including the machining of compressors, coils and complete cabinets, also the operation of modern porcelain plants. Box 265.

SALES engineer desires permanent connection with manufacturer or large distributor. Three years' experience in commercial engineering field contacts and sales schools. Capable of organizing and directing sales organization. Would consider foreign connection. Box 266.

SALESMANAGER with exceptional record wants connection with national sales department of refrigeration factory or will take charge and deliver results for large metropolitan distributor or branch. Box No. 267.

MISCELLANEOUS

FOR SALE—Eighty rolls Balsam Wool, 44" wide, 1/2" thick, 90 ft. long, 330 sq. ft. to the roll. Forty-eight rolls 44" wide, 1" thick, 45 ft. long, 165 sq. ft. to roll. These rolls are in perfect condition and will sell at very attractive price. George J. Bresth Co., 255 Howard St., Lowell, Mass.

FOR SALE. Forty new cylinders—8 lb. size—4"x23"—for sulphur dioxide, ethyl or methyl chloride. Standard I. C. C. specifications, complete with valve and caps. Bargain. G. S. Robins & Co., St. Louis, Missouri.

BUHRING WATER PURIFIERS

have been sold since 1891. During these 39 years they have been imitated in appearance, but never equalled in quality and performance.

GUARANTEED to remove taste, color and odor

For Information Write
BUHRING WATER PURIFYING CO.
40 Murray St., New York City
REPRESENTATIVES: Allen-Buhring Water Purifying Service, Chicago, Ill.; Boston Filter Co., Boston, Mass.

Refrigerators

Tested • Both Ice and Mechanical

Refrigerators Tested for Performance in our Refrigerator Laboratory. This service is unique for the Manufacturer or Distributor.

We invite your inquiries.

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Refrigerating Engineers and Architects
2615 12th Street, Detroit

ANNOUNCING Cadillac Refrigeration

A complete line of Electric Refrigerators and Water Coolers

A high quality line of cabinets equipped with our own condensing units.

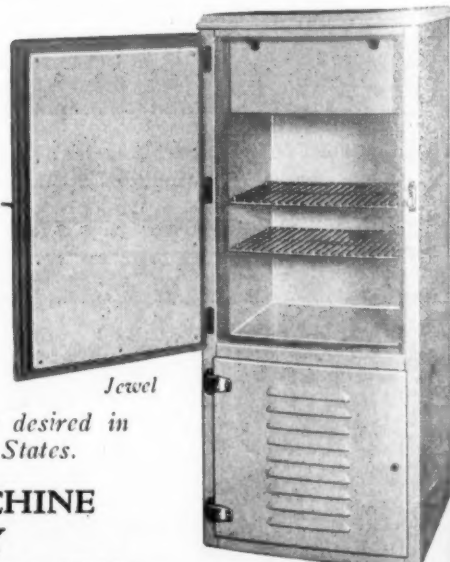
The compressor is made entirely within our own plant—by experienced workmen, long accustomed to precision workmanship.

Complete condensing units with or without cabinets.

Dealers and distributors desired in all parts of United States.

CENTRAL MACHINE COMPANY

1050 Mt. Elliott St. Detroit, Michigan



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Please enter subscription to *Electric Refrigeration News*.

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All other countries: ☐ \$2.25 per year. ☐ Two years for \$4.00

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Refrigerated Food Section ELECTRIC REFRIGERATION NEWS

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The business newspaper of the refrigeration industry

Vol. 4, No. 23, SERIAL No. 99

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DETROIT, MICHIGAN, JULY 16, 1930

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Aug. 1, 1927, at Detroit, Mich.

IN TWO PARTS, PART 2

IDENTIFIABLE

Cuts Frozen By Swift Find Increasing Sale In Springfield

Springfield, Mass.—A new impetus is being given to the retailing of the quick-frozen identifiable cuts of Swift & Co. in this field by the installation of display cabinets in numerous stores of this city and suburbs. Leading refrigeration and cabinet concerns are co-operating with Swift & Co.

Seven stores have installed General Electric refrigerators having storage and display combined in one compartment. They include Murdough Bros., 569 Worthington St.; P. Funai & Co., 2666 Main St.; Pure Food Market Co., Inc., 1120 Main St.; and H. Neumann, 232 White St., all in Springfield; Elm Public Market, West Springfield; Henry Dubois, Chicopee Falls, and A. H. Cole, Ludlow. In the first five they have been installed on consignment and the remaining two they have been purchased outright. The Electric Device Co., which installed these, is arranging to put in others.

Five other stores are to have Copeland equipment in Hussmann cases, and another is to have Copeland in a Warren 1210 cabinet. The cases have arrived and are waiting for the refrigeration to be installed. They are 9 feet in width and the equipment is operated by a one horsepower motor with Larkin coil. More Warren cases are to be shipped here from Atlanta, and Hill & Co., of Trenton, N. J., also are expected to have cases here. One or two other concerns have sent representatives here on a similar mission, and they have been told that every concern would have an equal opportunity.

Andrew Blodgett, Jr., manager of the local Swift branch, expresses himself as thoroughly sold on the quick-frozen foods idea. He has watched the Birdseye campaign here closely from its start. Being a veteran meat man, with the George Nye Co. for 30 years before the business was taken over by Swift last year, Blodgett shared the prejudice felt by many of the old-timers against this new method of selling meats.

"I didn't believe in it," he told the *ELECTRIC REFRIGERATION NEWS* correspondent, "but I have reversed my position. I changed my mind the first week of the General Foods campaign. Since then I have been keen to introduce methods to move the Swift quick-frozen cuts in bigger volume. The dealers are receptive to this idea. The main opposition comes from the meat cutters, who fear that they will be deprived of their jobs. For my part, I believe there will be a place for a practical meat man under the new merchandising plan.

"The greatest need has been to get store facilities that would enable the line to be kept in suitable assortment, under the proper temperature, and in a manner that would be inviting to customers. This step is being taken in this territory."

Even with the totally inadequate means with which the goods have been handled by retail stores, sales of the Swift identifiable cuts are said to have increased 300 per cent in this territory since the General Foods campaign was started here. Forty-two stores now handle the identifiable cuts.

The first start toward giving to the

COLD CANDY

Pleases Southern Beauties

Birmingham, Ala.—Frozen candy is the fad in Birmingham now. However, it is not new in Birmingham, as many soda fountains and drug stores have been featuring a certain candy bar for some time.

Wider varieties of candies are now apparent though and there is a strong tendency toward using refrigerators to keep candies hard and fresh. Much of the credit for the use of refrigerators for displaying candies is credited to mechanical refrigeration.

A prominent candy jobber, A. S. Wynn, of the Wynn-Knox Candy Company, said recently, "that with the introduction of mechanical refrigeration as a device for keeping candy fresh and hard during the summer time, an increase in candy sales would no doubt be noticed in Birmingham."

Keeps Food Cool in Any Language



ONLY FORTY

Days Needed for Construction of Peach Freezing Plant

Montezuma, Ga., July 13.—Georgia peaches of the three most delicious varieties are being frozen in the tree-ripened stage in a modern refrigerating plant just completed here to operate under the W. R. Tucker process. The plant, which is owned by Tom Huston Frozen Foods, Inc., began commercial production on the 10th, three days ago, and the working force is rapidly becoming adept in the various processes required to handle the ripe Georgia peach.

This new refrigerating and processing plant is built in the same county from which the first Georgia peaches were shipped under ice to New York more than 50 years ago. The shipment of perishables began in this county when Samuel H. Rumph, propagator of the famous Elberta peach, began to ship in portable refrigerators in the '70s and laid the foundation for the great industry of today. Samuel H. Rumph is dead, but Lewis A. Rumph, who discovered the Belle of Georgia variety and furnished peaches for some of the earliest shipments under ice, is still living, an octogenarian. The Elberta and Belle of Georgia, originated in Macon county, Ga., where the new freezing plant is located, are considered to be the best for freezing.

The plant, which went into operation this week, was built in forty days by the Parklap Construction Company, of New York and Tampa, Fla. This concern also built the Tampa cold storage terminal plant, and is at this time engaged in the construction of a similar project at Fort Pierce, Fla. Chas. E. Lund, vice-president, is in charge of southern operations. The home office has charge of the construction of the Detroit-Windsor vehicular tunnel, now nearing completion.

The engineering department of the southern division, headed by J. V. Lund, designed the plant and supervised the construction. The building is 60 ft. by 200 ft., of modern reinforced concrete, brick and steel construction, with sidetrack facilities connecting with the A B & C R R. The speed of construction has set a new Georgia record, outstripping the war-time records, made with much less substantial types of buildings.

The peach freezing plant is designed to operate on the straight line plan. The raw material is unloaded from cars

ANDREWS and George Company, Servel distributors for Japan, prepared a new catalog recently of products which they handle, and as a very interesting frontispiece, used the above picture of a Servel refrigerator loaded with Japanese foods. The picture is interesting as showing the differences between American and Japanese foods, especially the tall narrow Japanese milk bottles, which look like American pop bottles.

The food on the plate on the lower shelf looks from the picture as if it might be some strange kind of fish, and the fruits on the top shelf appear much different than the general American variety, as does also the costume of the model, Miss Mitsu Sugaya, who is a member of the staff of Andrews and George.

HOME SERVICE

Idea Is Constantly Spreading

Cleveland, Ohio.—Four more distributors for General Electric refrigerators have announced the formation of home service departments, modeled along the lines which have made similar departments of other distributors so successful.

Those announcing home service appointments are Griswold-Rogers, Inc., of Dallas, Tex.; the Eastern Hardware & Supply Co., of Atlantic City; Judson C. Burns Company, of Philadelphia, and the E. H. Schaefer Corp., of Milwaukee. Griswold-Rogers has named Mrs. A. S. Carrington as home service director. Miss Ina Jaffe will head the home service division of the Eastern Hardware & Supply Company, and Miss McCue will serve in a similar capacity for Judson C. Burns Company. Patricia Shannon McCormick is the newly appointed director for the Schaefer company.

The majority of General Electric distributors now operate home service departments, although all are not conducted on the same lines. This is a matter which each distributor works out to fit conditions within his territory. Most of them, however, have home service institutes, where they conduct experiments in cold cookery, work out new refrigeration recipes, give lectures and demonstrations.

Recent issues of the *REFRIGERATED FOOD SECTION* have devoted much space to the activities of home service departments of various distributors and the part they are playing in the merchandising of electric refrigerators. Photographs illustrated the well arranged kitchens where recipes are constantly being tested.

A. & P. STORE

In Detroit Suburb Proves Good Outlet for New Products

Detroit, Mich.—Out in Birmingham, one of the better Detroit suburbs, the Great Atlantic & Pacific Tea Company has been introducing quick-frozen meats with marked success despite any serious effort to push the new products by advertising. An Oreole case of the latest design, much like those used in Springfield, Mass., with a Kelvinator unit, has been installed and Swift's quick-frozen products are being sold.

For the first few weeks, L. K. Gardner, a Swift employee, was in charge and a goodly measure of the success obtained might well be attributed to him. Mr. Gardner, who comes from Kentucky, knows meats, and can explain to customers the characteristic appearance of the better cuts. On a recent afternoon he gave a little group of Kelvinator officials a short course in how to tell prime cuts from ordinary cuts, that was much appreciated.

There are several A. & P. stores in Birmingham within a block or two of each other, and about the only way in which the average housewife could discover that quick-frozen meats were available was to happen to drop in at 162 Woodward Avenue, or hear about the new products from her neighbors. Even though handicapped in this way, sales have been steadily mounting, and the ladies of Birmingham evidently have been passing the word around.

(Concluded on Page 3, Column 3)

FLYING FISH

Grand Rapids, Mich.—Every day will be "fish day" in this city, due to a combination of ultra modern refrigeration and air hauling. Immediately after the fish are caught in the far northern Michigan waters, they are refrigerated in specially constructed thermo-vacuum aluminum refrigerator containers. Then the Furniture Capital Air Service gets on the job and the fish are transported to Grand Rapids. The fish are in the hands of the retailers within three hours after being brought in from the fishing grounds.

This is said to be the first attempt at commercial air shipments of fish in this section of the United States, and the perfect refrigeration, plus the speed of delivery, are enabling dealers to satisfy the public.

COUNTRY

Districts Favored By Cudahy In Planning Sales Campaign

Omaha, Neb.—A new policy in the introduction of quick-frozen meats has been undertaken by the Cudahy Packing Company. It is centering its attack on the country districts in the belief that the most fertile field for the new frozen products will be found in the rural sections and in the smaller towns and cities, where meat supplies have hitherto been undependable.

As announced in a previous issue of the *Refrigerated Food section*, the Cudahy organization (not to be confused with Cudahy Brothers of Cudahy, Wis.) has sent specialty salesmen out through the country districts whose sole job is to promote the sale of the quick-frozen cuts. The work is under the direction of P. L. Robertson of the South Omaha plant, and he believes that the new policy, which is the result of the actual experience of the last four months, will result in a great increase in the public acceptance of quick-frozen meats. In discussing his work, Mr. Robertson said:

"We all remember when the packers first entered the business the generally accepted sales method was to sell a whole carcass to each retailer. Next came the quarter cuts, and the retailer had the privilege of buying either front or hind quarters, as best suited his trade. Then followed the idea of the separate cuts of the same quarter, ribs, rounds, shank, and others. All these aided both the retailer and the packer, as it increased sales, because it permitted the consumer to buy the cuts desired," said Mr. Robertson.

"Then it is logical that in time the consumer will insist on yet a greater convenience and that brings us to the individual fancy cut meats. In fact, the experience of the Cudahy Packing Company the last four months leads me to believe that time is now here. Of course, not all the people will take to the idea at once. Education has always been necessary when changing the generally accepted ideas in any line, and the packing industry will be no exception. Now, strange as it may seem, a careful survey has caused this company to begin this propaganda in the small towns and country localities—the rim of the wheel, if you please—and work inward toward the center of population, or the hub of the wheel.

"Just why we did this is very plain when you stop to think that in the small towns, or farming communities, the butchers, as a rule, are not meat cutters in the strictest sense of the word. There is always heavier waste than in the city markets, where trained cutters are used. Then again, it will be easier to show the country butcher where he can effect a saving that will mean a real profit to him. The city meat trade is now becoming centralized and in this way meats are naturally sold more economically.

"The experience of the Cudahy Packing Company in the few short months of sales of quick-frozen fancy cut meats has shown this assumption to be right. The country butcher can now order the quick-frozen cuts in cartons of 10 pounds and up. In this way he need never have any loss from spoilage, as a supply can be obtained in just the cuts that sell best to his particular trade. Not only that, but he will, in time, be able to sell cheaper and at the same time reap his rightful profit, as he will have no waste. That has been eliminated at the packing house and the waste worked into by-products, which increase the packer's profit and enables him to sell the retailer on a closer margin.

"Just at present the South and the Middle West is the best market for the quick-frozen fancy cut meats, so far as the Cudahy Packing Company of Omaha is concerned. Of course, when we speak of the Cudahy Packing Company, that includes St. Paul, Sioux City, Omaha, Kansas City, Wichita and all the branch supply houses.

"The quick-frozen fancy cut meat department has caused the Cudahy Packing Company to change one of the slogans," said Mr. Robertson. "At one time we could say, 'Freeze meat to save it.' Since entering the quick-frozen individual cut meat business that now is: 'Save meat to freeze it.' The Cudahy company puts out the quick-frozen fancy cut meats under two distinct brands as far as lamb and beef are concerned. 'Puritan' is the No. 1 product in both.

(Concluded on Page 3, Column 1)

ONLY FORTY

(Concluded from Page 1, Column 2)

and trucks at the rear, and the finished product loaded into refrigerator cars at the front without retracing its path at any time. From the trucks the peaches go into a Skinner grader, thence into a Dunkley peeler, and from that machine into the workroom, where they are split and pitted by hand, sliced by an ingenious machine, and placed in Lilly-Tulp fiber cups by hand for freezing. The cups are sealed mechanically and carried into the freezer room as fast as finished. The present working capacity is around 50 bushels the hour. The machinery in the workroom is mostly on the Sprague Sells system as used in the leading California canneries.

The workroom is admirably lighted and well arranged. The women operatives who handle the product undergo medical examination, are dressed in spotless uniforms, and every facility for maintaining cleanliness is provided. Seats are provided for the women operatives wherever it is possible to use them. Shower baths, toilets and lavatories are provided for operatives of both sexes.

The refrigerating plant was supplied by the Frick Company, and includes ammonia and carbon dioxide compressors, motor driven. The freezing tunnel has 20 compartments equipped with Matthews conveyors, and a Sturdevant blower over the CO₂ pipes keeps the tunnel at a working temperature of -35 degrees F. The storage room is carried at 10 degrees F. The freezing is done

very quickly, the time depending on the size of package. Since going into operation the plant has been visited by hundreds from all over Georgia, and many have come from other states.

The Tom Huston Frozen Foods, Inc., is said to have ambitious plans for extension of its activities in this line, and Tom Huston himself is regarded as the most successful merchandiser developed in the South in many years. In a short period he has built up a remarkably large business in Spanish peanuts.

William R. Tucker, who first commercialized the freezing of peaches in Georgia, has apparently done a great work for his native state. Without doubt other plants in leading orchard centers will be in operation next season, and the tree-ripened Georgia peach, frozen under the Tucker process, will be found in hundreds of new markets.

SELF-CONTAINED TEMPRITES FOR LARGE STEEL MILL

Detroit, Mich.—Installation of Model 350-I self-contained Temprite coolers has just been completed by the Kelvinator Sales Corp., Detroit branch, in a plant of the Michigan Steel Corporation at Ecorse, Michigan.

These self-contained Temprite were adapted to special requirements of the steel mill. The mill required coolers that would permit drawing one or two gallons of water at a time every few minutes. Ordinarily, this cooler is equipped with a model No 35 Temprite unit, but for this special service a No. 40 unit was used, which is designed for draft service.



PROFITS

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HARTFORD, CONN.

Warwick Insulated Containers For Quick Frozen Foods

For
Trucking,
Carrying,
Delivery



Maintains
Even
Temperature

Made in
Standard
and Special
Sizes and
Shapes

Holds
Foods
in Frozen
Condition

After Foods are Quick Frozen We Supply the Missing Link

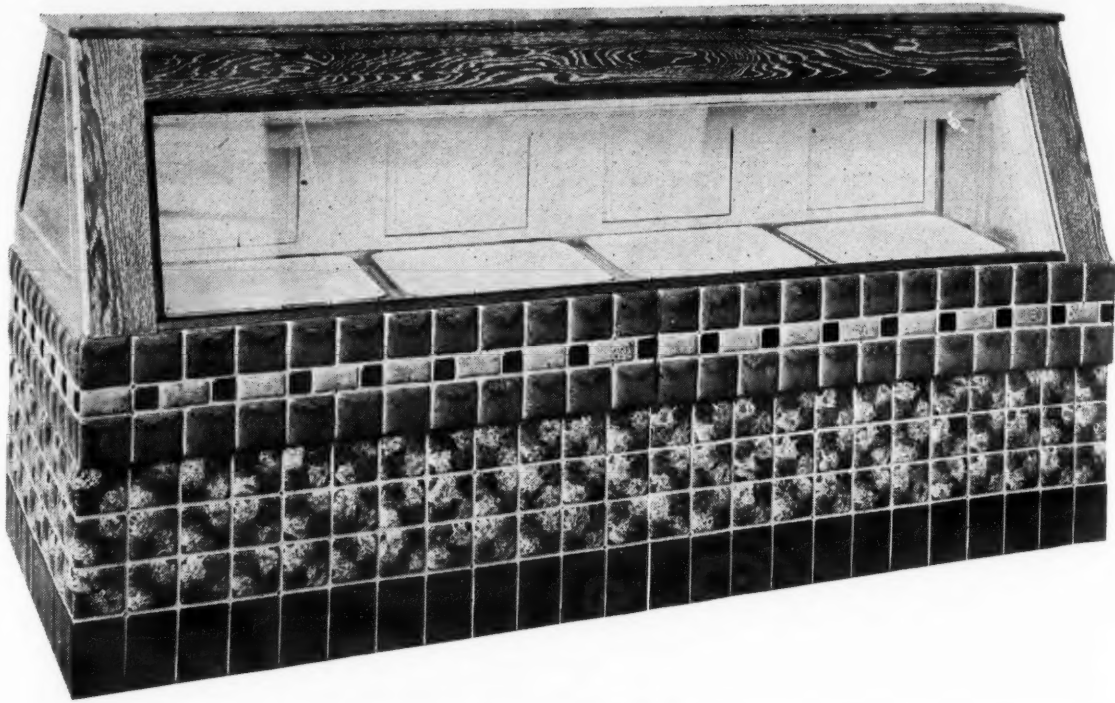
SEVERAL TYPES OF CONSTRUCTION AVAILABLE

A. E. WARWICK CO.

14 FRANKLIN ST.

STONEHAM, MASS.

Weber Presents New Frozen Foods Case



ANNOUNCEMENT of a new refrigerating case for the display and distribution of frozen foods has been made by the Weber Showcase & Fixture Co., Inc., of Los Angeles.

According to officials of the company, they have been working in close contact with several large packers in the development of this new case, and over two years were devoted to this development prior to placing the case on the market.

When questioned regarding the new product, Karl Weber, vice-president of the company, said: "Our new frozen products case is not merely an old style case adapted to lower temperatures. Instead, it is an entirely new case, designed specifically for the handling of frozen foods, and in it are embodied entirely original principles of construction and refrigeration."

"The separate display compartment, interior design of case, method of refrigeration, and the means by which defrosting is eliminated, are all special features that are essential to a case that is to be used in the efficient merchandising of frozen foods."

In the new Weber case, the display compartment is separated and insulated from the service and storage compartments. All refrigerating surfaces are flat and accumulated frost is readily scraped off in a few minutes time, so that no defrosting is necessary.

No air circulation, large "hold-over" capacity, and uniformly low temperatures are other advantages claimed for the case through its unique construction and arrangement of refrigeration.

Interior of case and bottom of display compartment is encased in a jacket of circulating brine at sub-zero temperature. On account of the design of case and system of refrigeration, unusually even temperatures are maintainable.

The sub-zero jacket of circulating brine provides a large "hold-over" and acts as a reserve refrigerant that will maintain low temperatures in the event of power shut-downs, etc. One-half horsepower compressor is fully adequate to maintain extremely low temperatures.

Entire interior is available for storage. No coils to take up space. Bottom provides sixteen square feet for storage and two sliding shelves provide an additional twenty-five square feet for storage and service requirements.

This case is being used by Swift & Company in its Los Angeles plant in the handling of frozen foods. It is adaptable to any type of refrigeration.

Immediately below a drawing shows the heavy construction embodied in the new Weber case designed for the handling of quick-frozen products.

WATER COOLERS SELL WELL SAYS W. E. LANDMESSER

Cleveland, Ohio—Sales of bottle water coolers have increased at a most satisfactory rate during recent weeks, according to W. E. Landmesser, manager of the commercial division of the electric refrigeration department, General Electric Co.

Many building and building management companies are placing General Electric DB-1's at the disposal of their tenants. Of these, one of the most recent was a sale of sixteen coolers to the Rhode Island Hospital Trust Company for its building in Providence, R. I. Persistent effort on the part of Herbert T. Ayres, salesman for the Electric Refrigeration Company of New England, was rewarded with the order.

The showdown on this order came when, after a watt-hour meter had been attached to the DB-1 for seven consecutive days under full twenty-four hour load, it showed a surprisingly low net cost for electrical energy.

DELICATESSEN SHOP BUYS COPELAND

Seattle, Wash.—Copeland refrigeration is being installed in the new bakery and delicatessen of Charles Wille, recently opened on Beacon Ave. The Copeland unit will provide for the preservation and the attractive showing of perishable delicatessen articles carried in conjunction with the bakery business.

L. D. Littler, formerly the head of the commercial division of the Gordon Prentice, Inc., organization in Seattle, distributors of General Electric refrigerators, has now become associated with Harper-Meggee, Inc., Fifth Ave., Seattle, distributors in western Washington of Copeland electric refrigerators. Mr. Littler has been named the new manager of the apartment division and has undertaken several new apartment house installations, among which is the multiple system being installed in the building at Boylston and Harrison Avenue, Seattle, to serve 49 apartments.

FRANCE TO GET FROZEN FISH SHIPMENTS

Seattle, Wash.—Inauguration of a new frozen fish business between Pacific Northwest ports and France occurred recently when the motorship Oregon, of the General Steamship Corporation, agents for the French Line,

sailed for Havre, with loadings at Puget Sound ports, of about 300 cases of frozen fish for France.

New freighters are to be placed on the Pacific Coast to France service in the fall.

MEMPHIS DEALER PLANS FROZEN FOODS EXHIBITION

Memphis, Tenn.—The Hobbs Company, new metropolitan Frigidaire firm, has opened a store here on North Watkins Street, opposite Sears, Roebuck & Company's building. Herbert S. Hobbs is manager, with J. T. Blalock, J. H. Rose, Harry Brannan, J. A. Leach and C. C. Warfield salesmen.

The new firm is the first business to locate in a new block of business buildings erected here in April. The Clarence Saunders Stores Corporation is preparing to open a grocery store next door, and Mr. Hobbs is planning a tie-up on a frozen foods exhibit with the Saunders store in an effort to get the Memphis public interested in the quick-frozen foods.

15 TO 160 GALLONS PER HOUR TEMPRITE COOLER RANGE

Single or Multiple—Remote or Self-contained—Commercial or Industrial—Dead-end or Circulating—the TEMPRITE line embraces every type of liquid cooling application.

50° always

Each TEMPRITE installation uses a cooler that is expressly designed in capacity and performance for the service to be rendered.

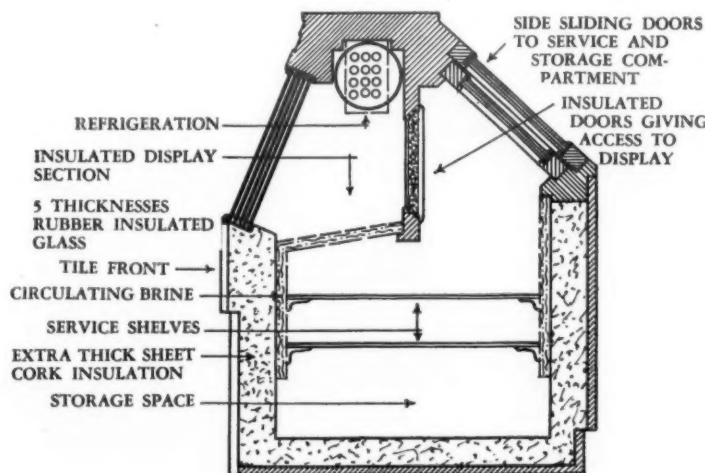
The Dealer makes money, the Purchaser saves money on TEMPRITE installations. A multiple installation of 5 or 25 TEMPRITE coolers can be made without a foot of insulated tubing. A circulating job with far less installation expense can be handled with TEMPRITE.

TEMPRITE drinking fixtures contain cooling units—a money saving item to the purchaser.

Write for literature and detailed information about TEMPRITE possibilities.

LIQUID COOLER Corporation

6527 Russell Street
Detroit • Michigan



Drawing shows construction of Weber case

COUNTRY

(Concluded from Page 1, Column 5)

while 'Selected' is the second grade. In pork products there is yet another, called 'Rival.' 'Puritan' and 'Selected' are the old-established products of the Cudahy Packing Company in hams and bacon. Now that the fancy cuts in the quick-frozen line carry the same name, it will prove much easier to gain the desired publicity."

All the individual fancy cuts in quick-frozen lines are wrapped in cellophane paper and carry the name printed in colors. The cuts are frozen, glazed and wrapped, pack in 10-pound cartons, each piece stamped with a guaranteed weight and carrying a label in colors. Pork and lamb chops are packed four cuts to the package, and no sale smaller than this is supposed to be made by the retailer. Steaks are packed individually, and weigh from 8 ounces to 1½ pounds. All these cuts are kept frozen from the first effort at the packing house to the refrigerator of the householder, and are in as prime condition as any of the chilled meats of two days' age.

"Now, to accomplish this," said Mr. Robertson, "there will of necessity be some necessary changes made in transportation, when once the demand is fully established. At present all fancy cuts in the quick-frozen line must be packed near the ice bunkers for preservation. It would not do to permit this meat to thaw, as it would defeat the very thing for which we are striving. Consequently I am looking forward with much anticipation to the time when the electrical refrigeration men will solve the problem of car refrigeration, and have a balanced cold point in all parts of the car."

"We certainly give much credit to ELECTRIC REFRIGERATION NEWS for the interest taken in refrigeration, that is going to prove beneficial to the meat industry. It has been pushing proper show cases for some time, but, if I may suggest without seeming presumptuous, the country retailer needs something not so expensive. He may have one small refrigerated case, just to display his line. The one thing he will need is a storage case or chest, rather low in cost, but so built that it will keep the meats in perfect condition."

Mr. Robertson believes this question, and the one of electric car refrigeration, should be of great interest to the Institute of American Meat Packers, and hopes to see it made a part of the immediate work of that body.

As to publicity, the Cudahy Packing Company will handle that in its usual efficient manner. In addition to printed propaganda, the department under the supervision of Mr. Robertson and his assistant, Mr. Diesing, will have frequent displays in tie-up with manufacturers of display cases and electric refrigerators. Also talks will be made before representative gatherings of ladies whenever the opportunity offers. Not only that, but a constant display will be installed in the visitors' rooms at all the packing houses and branches of the

Quick Frozen Cuts Invade the A. & P.



Cudahy Packing Company. This display will consist of an electric refrigeration unit, and an enclosed low temperature display case, containing a full line of the quick-frozen fancy cuts of Cudahy products.

Further investigation brought out the fact that at least two of the largest chain store companies of the country are now considering buying the quick-frozen individual fancy cut meats. One of them is very near home, and has virtually decided that this will be one of its next ventures in the interest of efficiency and economy in marketing.

IDENTIFIABLE

(Concluded from Page 1, Column 1)

Swift line display facilities to put the sales campaign into real form was taken by the commercial department of the Electric Device Co., General Electric representative here. This firm took a G. E. D-13 cabinet, such as has been used in delicatessen stores, and equipped it with a one-third horsepower motor, a more powerful compressor and evaporator than had ordinarily gone with this type of case, and installed it in a suburban store, where it has been in use for more than two months.

This cabinet stands 70 inches high and 41 inches wide and has five shelves for combined storage and display behind a glass front. Each shelf is 2½ feet wide, giving the equivalent of 12½ running feet of display. Zero temperature can be maintained in the cabinet; some observations have shown a temperature 10 degrees below zero. In daily practice it runs about 10 degrees above zero,

(Concluded from Page 1, Column 4)

One patron who has bought several different kinds of quick-frozen meats is Mrs. G. W. Linton of the Bloomfield Hills section. She says that she likes the frozen chickens best of all and has persuaded several of her friends to buy them. She also has tried the veal and beef. She planned recently to have quick-frozen chickens served at a church supper, but at the last minute was

forced to make a change in her menu.

The Kelvinator-Oreole display and storage equipment has been working smoothly ever since it was installed, and has gone through some extremely hot days without difficulty. Those in charge of it report that it is easy to understand and the defrosting operation has been accomplished in a short time without removing the packaged meats from the display section.

"AN ADDRESS OF DISTINCTION"



EXCEPTIONAL SUMMER ADVANTAGES

OVERLOOKING Lake Michigan... with parklands... beaches and bridge path close at hand... Restfully quiet... yet within a few minutes of the Loop stores... and theatres. Rooms are light... airy... foods tempt the lagging summer appetite. Rates begin at \$5.00 per day. Permanent Suites at Special Discounts.

THE
DRAKE
HOTEL, CHICAGO
Under Blackstone Management

The Imitation Food Products Co.

(Branch of The Artistic Production Co.)

107 Lawrence Street
Brooklyn, N. Y.

Ask for our catalog of January 1, 1930.
Direct sales only. "Indispensable with refrigerator display."

INTEGRITY

This is your opportunity to put before the merchants a case that will show more variety, give better temperature, sanitation, and beauty than any other. To the progressive man, it means more profits, more sales, many new faces, and easier working conditions. Of all the hundreds of merchants who are using this case, there is not one dissatisfied user. (Model 400.)

For years, C. V. Hill & Co., Inc., has been experimenting and are the pioneers in planning a case just for the delicatessen. Already hundreds are using this famous case. Each one says "it goes beyond my expectations." The coils are overhead, saving room and giving better temperature; heavy cork insulation; two plate glass in the front; porcelain exterior; plenty of shelf space. Counters and glass guards can be ordered to match up perfectly with this case. (Model 510.)

Perishable foods on display should be crisp and fresh-looking. This case is made to keep an even, low temperature with the new patented circulation system, assuring the merchant that his foods will look as bright and fresh towards the end of the day as when first placed in the case. Coils overhead let the cold air fall evenly over the entire display, also saving room. (Model 500C.)

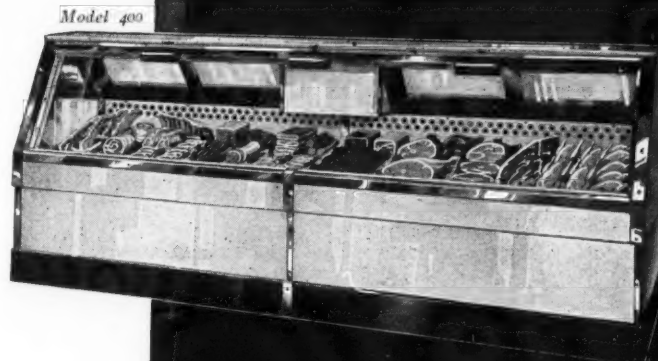
With our easy payment plan, it is now possible for everyone to buy the best. Write now and receive a beautifully illustrated pamphlet explaining fully the advantages of owning one of the above cases.

C. V. HILL & CO.
TRENTON, N. J.

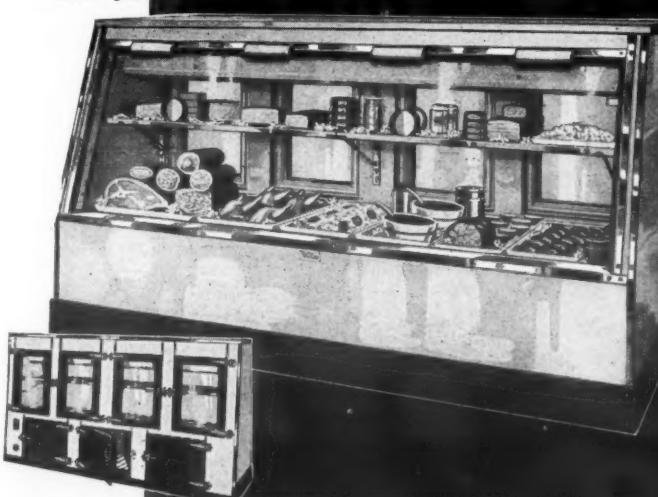
The HILL
Dry-Cold



G. E. Refrigerator on the Job in Springfield.



Model 510



Model 500C



REFRIGERATED FOOD SECTION ELECTRIC REFRIGERATION NEWS

The Business Newspaper of the Refrigeration Industry

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Contagious

IT is a great pity that the word "contagion" has acquired such close association with disease. For, as everyone who stops to think knows, pleasant things may be contagious, and there doesn't seem to be any other word which accurately expresses the same meaning.

So there is no need to be alarmed by the statement that quick-frozen foods have shown evidence of being contagious. The best proof of that fact is an article from Springfield, Massachusetts, which may be found on another page of this issue of the Refrigerated Food section. In that quiet New England city, where the General Foods Corporation has been advertising and selling Birdseye Frosted Foods for the last three months through a limited number of selected stores, the contagion has spread through the entire community.

The net result has been that Swift's quick-frozen products are now on sale or soon will be sold in nearly fifty stores in Springfield and the surrounding territory. A few selected outlets have not been enough for the citizens of Springfield. They have demanded that their own neighborhood markets carry the new frozen products, and their demands have produced results.

In other cities than Springfield, the Swift quick-frozen products seem to be gaining ground. In this issue are articles from two suburban cities, Plainfield, New Jersey, and Birmingham, Michigan, which tell of the good impression which the Swift products are making in those communities.

As recorded on another page, the Cudahy Packing Co. of Omaha is making a definite drive to market its quick-frozen meats in the country districts. This is being done on the basic theory that meat supplies in the country have long been intermittent and unsatisfactory, and that a constant, dependable supply of packaged meat of uniform quality will be welcomed. The outcome of the work that the Cudahy organization is doing will be watched with great interest.

Although the facts are not now available for publication, the Refrigerated Food section is in close touch with another experimental sales campaign which will get under way this month, a long distance from the General Foods base in Springfield. Those planning it have visited Springfield and have observed the work there, and although, of course, they do not intend to follow slavishly every move made by General Foods, they do intend to avail themselves of the facts brought out thus far. If, according to present plans, this campaign gets under way before the end of the month, an account of the start and some of the details of the work will be published in the July 30th Refrigerated Food section.

All these evidences from various parts of the country that the public acceptance of quick-frozen foods is even greater than was generally anticipated are, of course, immensely pleasing to the men who have backed the movement from the first. They see in this spread of actual marketing of the new frozen products, a real indication that their judgment is to be confirmed.

Frankness

A REMARKABLY clear statement of the case for fresh cut packaged meats is made by Frank L. Parsloe of the Bohack organization in the article which begins on Page 6 of this issue of the Refrigerated Food section. This article, which contains in full the remarks made by Mr. Parsloe before a recent gathering in New York, is prefaced by the following words:

"We believe it is good policy to keep the shade up, so to speak, as we think that more light will come in than can possibly go out."

What follows does not belie that prefatory statement. Mr. Parsloe tells his whole story, lays all his cards on the table, and invites friend and foe to walk up and look them over. Such frankness is altogether too rare, and in giving such an intimate picture of his company's methods of procedure, the Bohack organization's able controller has rendered a real service to budding industry. He is the sort of man who seems destined to achieve even greater fame and prominence as the industry expands.

A Run on the G. E.



By C. E. Pellissier

Boston, Mass.—Summer time is water cooler time. To be sure the use of water coolers should be, and is in many cases, a year around proposition, yet public attention is more focused on them during the hot summer days when the desire for a cool drink is paramount.

The Electric Refrigerator Co. of New England at Boston, Mass., local distributors of the General Electric line, has been pushing the sale of the new electric bottle water coolers hard through the medium of newspaper advertising and demonstrations. As a result they have installed many of them in large buildings as well as making many individual sales through many dealers located in their territory.

The initial step taken by George Wiswell, advertising manager of the company, was the launching of a newspaper campaign that is to run during the summer months, alternating with other advertisements that will feature the regular General Electric refrigerators. Many of these ads are full page in size and will appear in the various New England newspapers in the cities where dealers are located. In many cases this advertising will be backed up with other ads inserted by the dealer independently. In other words, considerable co-operative effort will be given by these dealers.

In connection with the demonstration end of the campaign, Mr. Wiswell hit upon a very unique idea that is more than proving its worth. There is an old saying to the effect that "the proof of the pudding is the tasting." Mr. Wiswell has based his whole demonstration on this theory.

During the first hot spell of the year, at a time when the temperature ran well up into the nineties, a standard type General Electric bottle water cooler, one of the latest developments in this field, was placed out on the sidewalk in front of their headquarters on Boylston Street. Similar coolers were placed in front of the other showrooms of the company.

Each water cooler was fully connected and ready for use, each one with a bot-

water, and incidentally paused to examine the cooler from which it came. It was advertising of the best kind.

Naturally not all those who stopped to drink were prospects for future sales, yet unquestionably there were prospects among them, prospects that could not but help being favorably impressed with the cooler. The demonstration came to them at a time when it was really appreciated and under ideal conditions.

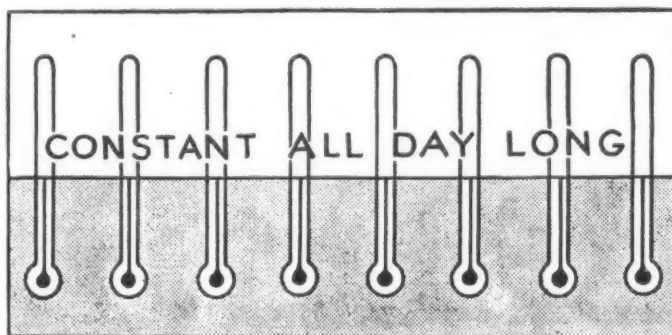
The drinkers who could not in any way be considered prospects, were undoubtedly favorably impressed with this courtesy and would eventually constitute a small army of word-of-mouth advertisers whose value must not be underestimated.

Brides and Grooms

Plainfield, N. J.—Young married people are proving the best customers of the quick-frozen meat department of the Park Stores, Inc., here, and as both youth and marriage seem to be reasonably sturdy institutions, the management of the Park Stores is well satisfied with this turn of events.

The Hill cases with Kelvinator units used in this store were shown in the June 18th Refrigerated Food section. The meats sold are packed and frozen by Swift & Company in Chicago. A marked preference thus far has been shown for steaks and chops.

The store is in a neighborhood in which the better class of apartment house may be seen on nearly every block, and much of the bride and groom trade comes from these apartments. It is a discriminating trade, too, for the manager of the store reports that a few of his customers would like to see the pork chops cut a little thicker, and other suggestions of a constructive nature have been made from time to time.

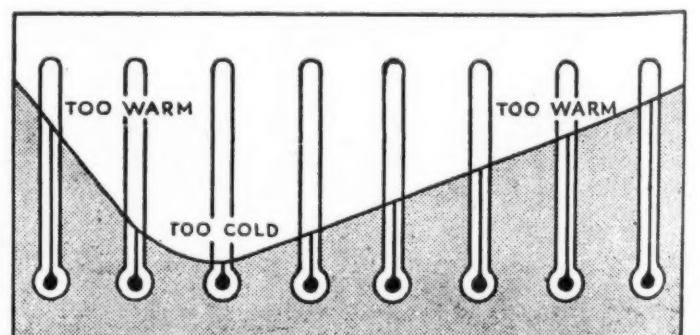


Electricity—\$6.00 a year

tle of spring water and plenty more in reserve. By actual timing, in connection with the cooler placed in front of the Boylston Street showroom, a five-gallon carboy of spring water was emptied in exactly twenty minutes by the thirsty wayfarers who passed that way.

The popularity of this type of demonstration was fully indicated. Thousands of people stopped at these coolers, had a drink of this cool, refreshing spring

The two illustrations here were used in newspaper advertising to show the savings which an electric water cooler made possible. In the upper one, evidence is presented to show that the electric cooler is always on the job.



Ice—\$27.50 a year

HOT DAYS

Increase Demand For Cool, Refreshing Foods

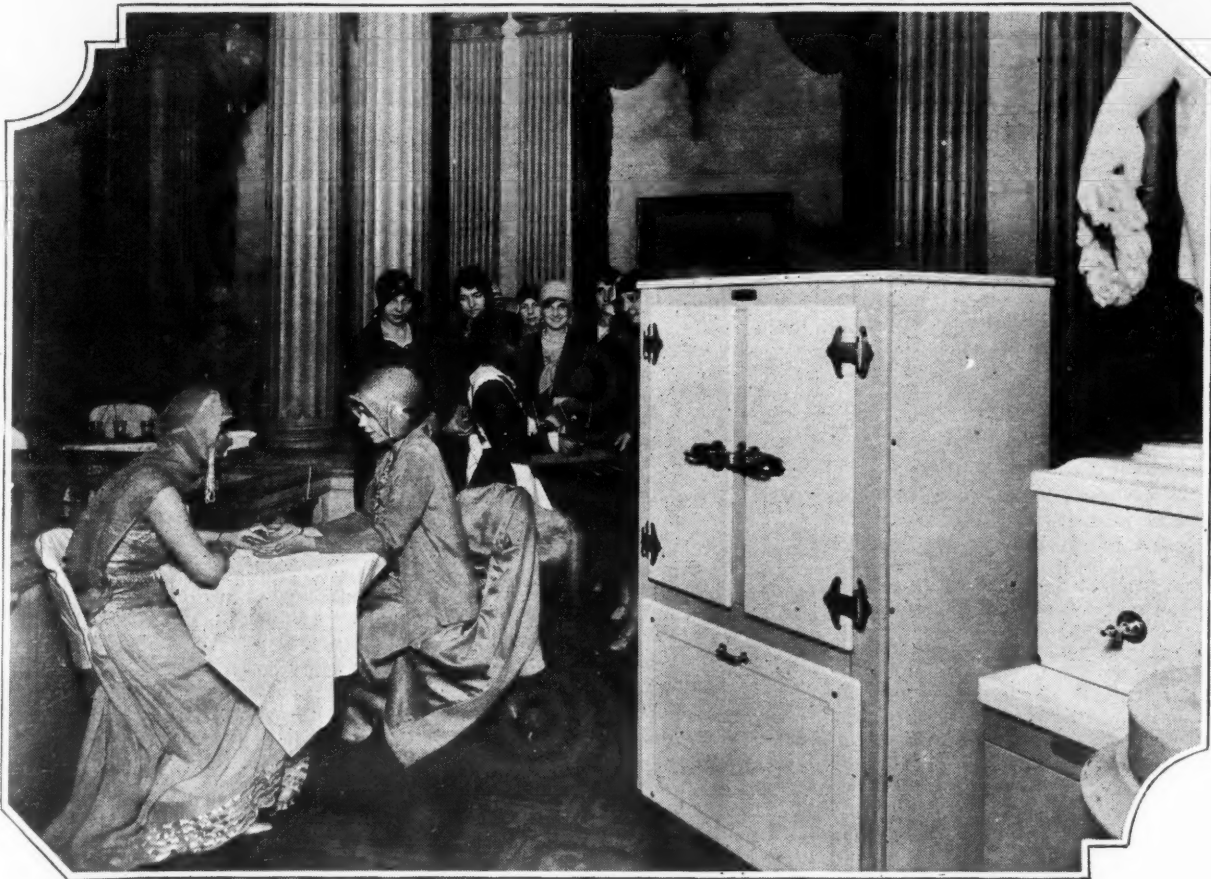
By Marion F. Sawyer
Kelvinator Home Economist

Hot days call for cool, refreshing foods. A frozen salad made from a combination of creamed cheese, fruits or vegetables and cream, served with mayonnaise on cress, and garnished with olives and radish roses, is a well balanced meal in itself. Serve with it crisp dry toast and a glass of iced chocolate, and a delightful meal, nutritious, attractive and intriguing to the heat dulled appetite, will result.

Suggestive menus and recipes for simple summer meals, composed of a salad and a beverage, are listed below. These recipes have all been tested in the Kelvin Kitchen, located in the Kelvinator factory in Detroit. Three home economists are kept busy here working on recipes suited to interest housewives in the advantages of electric refrigeration.

- 1
Frozen Fruit Melange
Chocolate Egg Nog Melba Toast
 - 2
Frozen Cheese and Vegetable Salad
Celery Curls Radish Roses
Kelvinator Biscuits with Jelly
Iced Coffee
 - 3
California Salad
Fruitade Hot Rolls
 - 4
Frozen Tuna Salad
Iced Chocolate Toast
- Frozen Cheese and Vegetable Salad**
- 1 can pimientos (small)
 - 2 green peppers
 - 1 large cucumber
 - 1 medium-sized onion
 - 6 ozs. cream cheese
 - ½ cup mayonnaise
 - ½ cup cream, whipped
 - Salt
 - Pepper
- Mash cheese and cream it (thoroughly, then blend with whipped cream and mayonnaise and add the chopped vegetables. Freeze in tray for 2 to 3 hours. Fills one 21-cube tray.
- California Salad**
- 6 ozs. cream cheese
 - ½ cup dates
 - ½ cup figs
 - ½ cup raisins
 - ¼ cup pecans
 - ½ cup cream
 - ½ cup mayonnaise
- Cut dates, figs and raisins in small
(Concluded on Opposite Page)

Cold Futures



Milwaukee women are showing much interest in refrigeration. Of course, the fortune tellers are there also.

REFRIGERATION at the matinee is quite popular nowadays in Milwaukee. The Lindsay Automatic Refrigeration Co., Frigidaire distributors, has succeeded in placing a refrigerator, as well as a water cooler, in the Wisconsin Theatre, leading downtown Milwaukee house. The refrigerator and cooler are located on the mezzanine of the theatre.

In connection with the display, which is being featured during the summer months, the theatre has arranged for the appearance of two women fortune tellers during the afternoons and iced tea and cookies are served to ladies. Tables and chairs amid attractive surroundings offer an ideal place for a short afternoon chat and at the same time allow the patrons to receive a cool drink free of charge.

A chance is also offered by the Lindsay company on a new Frigidaire, which will be given away at the company's new showrooms, 441 Milwaukee Street, the latter part of August or early in September. Cards are handed out at the theatre which are filled out by the

patrons. The name and address are filled in and it entitles one to a chance on the Frigidaire.

This tie-up is proving of great benefit to both the Lindsay Company and the Wisconsin Theatre. For the theatre, it has tended to help increase the matinee business at the house, while it has given the Lindsay people and the Frigidaire much favorable publicity in addition to securing for the Milwaukee concern an excellent list of prospective Frigidaire purchasers.

The theatre also makes mention from time to time of the appearance of the mystics, who will tell the ladies' fortunes on the mezzanine floor of the theatre, as well as the fact that cool refreshments are served free of charge, in its newspaper advertising copy.

Although the fortune tellers make their appearance only in the afternoons, the refrigerator and the cooler remain on display continually, and thousands of patrons who visit the Wisconsin Theatre daily cannot help but notice the white display.

HOT DAYS

(Concluded from Opposite Page)
pieces. (If raisins are dried they should be soaked before using.) Chop pecans fine. Mash cheese and cream well, blend with whipped cream and mayonnaise. Combine with fruits and nuts and turn into Kelvinator tray. Freeze for 2 to 3 hours. Fills one 21-cube tray.

Frozen Tuna Salad

1½ cups flaked tuna
2 tablespoons chopped pimiento
6 chopped green olives
6 chopped cucumber pickles
¾ cup mayonnaise
¾ cup cream, whipped

Whip cream and blend with mayonnaise. Combine all ingredients and turn into tray to freeze. Fills one 27-cube tray. Freezes in 2 to 3 hours.

Chocolate Syrup

4 ozs. unsweetened chocolate
1¼ cups sugar
½ teaspoon salt
1½ cups boiling water
Melt chocolate in double boiler, add sugar and salt, and stir until well mixed; then pour on the boiling water slowly, stirring constantly until well mixed. Place over direct heat and bring to the boil. Boil for five minutes, cool, and turn into glass jar, cover, and store in Kelvinator until needed.

Iced Chocolate

2 tablespoons chocolate syrup
1 glass milk
Have milk and syrup thoroughly chilled. Add syrup to glass of milk and stir until thoroughly blended.

Frozen Fruit Melange

¼ cup orange juice
2 tablespoons lemon juice
2 teaspoons gelatin
2 tablespoons cold water
1 cup ginger ale
½ cup drained shredded pineapple
½ cup apricots, diced
½ cup maraschino cherries, quartered
1 tablespoon preserved ginger, shaved
2 tablespoons powdered sugar
Heat orange and lemon juice, and dissolved in it the gelatin, which has been

soaked in the cold water. Add fruits and ginger ale and put into Kelvinator tray to freeze. Fills one 21-cube tray, freezes in three hours. Cut in squares and serve on lettuce or watercress, garnished with mayonnaise.

Chocolate Egg Nog

1 egg
¾ cup milk
2½ tablespoons chocolate syrup
1 Kelvinator ice tube, crushed

Put all ingredients in beverage shaker and shake thoroughly. Then pour into glass and serve at once. A few gratings of nutmeg or a few grains of cinnamon may be sprinkled on top. If no shaker is available, the white and yolk of the egg should be beaten separately, and then combined with other ingredients.

Iced Cafe au Lait

Make medium or strong coffee, and while it is being prepared, scald an equal amount of milk. Pour the coffee and hot milk together into the glasses, in equal amounts, one pot in each hand. Chill in Kelvinator and serve iced with whipped cream on top.

Foundation Punch

4 oranges
2 lemons
1 cup sugar
½ cup water

Squeeze the juice from the oranges and lemons. Boil sugar and water to the thread stage. Add fruit juice and enough water to make two quarts. One cup of chopped mint leaves may be steeped in boiling water, strained and substituted for part of the water. Cool the punch, turn into a glass jar, and store in refrigerator until ready to use.

Fruit Punches

Take equal parts of the foundation punch and berry or other fruit juices; combine, and chill in Kelvinator.

Fruitade

1 heaping tablespoon crushed pineapple
2 maraschino cherries
½ cup foundation punch
½ cup ginger ale

Combine all ingredients in tall glass. Serve with sprig of mint.

Don't neglect the DAIRY

Electric Milk cooling on the dairy farm is more than a luxury—it is a real necessity. Stringent regulations for quickly cooling milk and keeping it cold . . . and for more sanitary handling are hard to meet with any other cooling method. Greater efficiency, lessening of labor, increasing of profits, all demand electric cooling with the Esco Milk Cooler.

Esco opens up a vast field for you—a field of large sales and good profits—handled with your present set-up.

Write for information about Esco Electric Milk Coolers for cooling and storing either bulk milk or bottled; also about Esco Ice-Makers for hotels, restaurants, clubs, etc.

ESCO CABINET CO.

World's Largest Makers of Electric Milk Coolers
WEST CHESTER, PA.

ESCO

Stronger, more substantial cabinets with Celotex Refrigerator Insulation

Leading refrigerator manufacturers have found that Celotex not only resists the passage of heat but gives lasting strength to their cabinets.

This is especially important in automatic refrigerators. The temperature of the interior is fixed between 40 and 50°. Changing room temperatures cause contraction and expansion of the exterior . . . produce constant weaving strains. Handling of the cabinet, moving it mean added strains.

Celotex, with its tensile strength and rigidity, reinforces and braces the framework and walls of the cabinet . . . adds to the life of the refrigerator.

A special kind of Celotex . . . Celotex Refrigerator Insulation is made from cane fibre and fabricated by processes that increase its insulating efficiency to the highest possible point. As an insulator it meets fully the rigid requirements of refrigerating engineers.

Can't settle or sag with time . . . Insulation must be effective today and ten years from today. Celotex Refrigerator Insulation can never settle or sag . . . leaving uninsulated gaps. Open joints or seams are eliminated. For Celotex comes cut to fit exact specifications so that each insulated area is covered with a single board of just the right length, width, and thickness.

Clean and sanitary in every way . . . The long, cane fibres are carefully cooked and washed, making them perfectly clean . . . and then sterilized at a temperature of 420° F. They are thoroughly

waterproofed to resist moisture absorption. They have no odor.

Use These Facts to Help Close Sale

See that your prospects understand these facts . . . realize that Celotex Refrigerator Insulation gives them a better refrigerator at a lower price. These people already know Celotex . . . know how it resists heat.

Tell them your cabinets are insulated with a special kind of Celotex . . . of even greater insulating efficiency.

Use this powerful feature to help you close sales.

THE CELOTEX COMPANY
919 North Michigan Avenue
CHICAGO, ILLINOIS

In Canada: Alexander Murray & Co., Ltd., Montreal
Sales distributors throughout the World

The word
CELOTEX
(Reg. U. S. Pat. Off.)
the trademark of and indicates manufacture by
The Celotex Company, Chicago, Ill.

CELOTEX

BRAND
INSULATING CANE BOARD
REFRIGERATOR INSULATION

Packaging Fresh Cut Meats The Bohack Company's Plan

As Described At the Recent Meeting of the New York Food Marketing Research Council

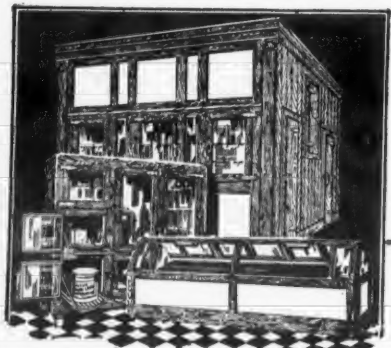
By Frank L. Parsloe
Controller, H. C. Bohack Co., Inc.

I AM deeply interested in the subject under discussion here this afternoon, and appreciate the opportunity to be here and listen to the views of other men in the trade who are thinking along pretty much the same lines. Mr. French has invited me to contribute to the discussion, and I will endeavor to visualize for you my impression of this new method of merchandising fresh cut meats.

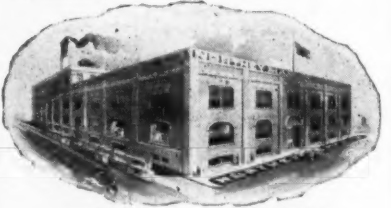
We are not afflicted with patentitis in our organization. We believe it is good policy to keep the shade up, so to speak, as we think more light will come in than can possibly go out. We keep the latch-string hanging out at all times, and are visited by chain store operators, and others interested in the food business, from all over the country.

NORTHEY COOLERS

REFRIGERATORS--DISPLAY CASES
FOR ICE OR ARTIFICIAL USE
For Natural or Frozen Meats



For any purpose—in any size, style, finish or insulation. New and refinished. Front, Side or Overhead Icing or Electrical Refrigeration.



For any purpose—in any size, style, finish or insulation. New and refinished. Front, Side or Overhead Icing or Electrical Refrigeration.

We introduced the packaged meats into our stores last February, and it seemed to attract a great deal of attention throughout the trade. We had a flock of trade magazine reporters in our office for several days after we opened the first packaged meat departments.

I happen to be personally responsible for introducing the idea into the Bohack Co., and I have found it so interesting that it has almost become a hobby.

I have been actively associated with chain store meat merchandising for a good many years. Being primarily a chain store grocer, there were a number of features of the fresh meat end of the business which always seemed unsatisfactory from a chain system operating standpoint.

In the grocery chain field we are pretty thoroughly systematized, and can insist upon very definite accounting for all of the merchandise that goes to the stores. But with fresh meat, cut by the butcher in the store, there are so many factors to be discounted, that it is very hard to put it under control. Each meat cutter usually works along his own ideas, and two men will give you two entirely different results from the same carcass.

With the packaged method of distribution, it is possible to predetermine the profits and results just as closely as it can be done in the grocery line. The Bohack Co. was one of the pioneers in opening combination meat and grocery stores, so it is only logical that we should pioneer this new idea of giving the housewife her fresh meat in package form.

Many Obstacles Overcome

I started what might be called laboratory experimenting well over a year ago. To look at one of the packages as we sell them today, it would be hard to realize the number of unforeseen obstacles that arose and had to be worked out before we could put it on the market. We were particularly well situated to do this job, since we are already pretty good sized operators in the meat market line. We have as fine facilities for handling fresh meats in a big way, as any concern in this section of the country.

I wanted to be absolutely certain of what I considered three of the most important factors in successfully selling packaged meat, before I would attempt to offer it to the public—quality and condition must be the very best—it must be presented in a more attractive and appetizing style than fresh meat had ever been previously offered. In addition to that, I wanted to be sure it would be sold at lower prices. Once we were able to accomplish these things, I did not think there could be any question as to how the public would take to it.

I felt from the start that it was very

important to have a package which would give complete visibility. Fresh meat is sold, to a very large extent, on sight appeal. It must have a compelling appearance which will stimulate the appetite and immediately create a desire to buy.

We had numerous styles of cartons and bags submitted for our consideration, but the Du Pont Co. brought us the real answer with their moisture-proof Cellophane. Cellophane greatly enhances the appearance of fresh meat, especially red meats. Lay a cut of beef alongside of another cut of the same kind, wrapped in Cellophane, under artificial light, and the naked piece of meat looks very dull, whereas the Cellophane wrapped piece almost laughs at you through the wrapper. Moisture-proof Cellophane gives you a dry, leak-proof package, which can be handed to the customer, and affords a great protection to the meat itself from drying out and retards oxidation.

Transportation Methods

When we got to this point, we knew we had a package with the appearance that would sell it, and our next problem was to find some practical means for the transportation of these packages from the centralized cutting plant to the stores. In order to be assured of condition on arrival at the stores, I knew we had to find some means of introducing refrigeration during the transportation period. In order to be practical, this refrigeration had to be obtained at a cost which would not prove a burden to the value of the meat involved, and in some way that would not require too great an investment in equipment.

Dry-ice seemed to furnish the most possibilities, so we called in the dry-ice representatives and, with the help of their engineers, we went to work. They had not previously had the opportunity to work on a project of this kind, and we both had many things to learn. I told them I wanted a chest which would maintain 34° temperature and could be shipped to the stores. We started with the idea of maintaining the temperature for 24 hours. This required very heavily insulated chests. The first chest they sent us looked like Capt. Kidd's Treasure Chest, and would require two husky men to handle it. We succeeded in maintaining fairly even temperatures for twenty-four hours with this chest, but encountered difficulty with discoloration.

I felt rather dubious about the effect of CO₂ gas on the surface of fresh meat, and in order to determine the matter I had our man, who was carrying on the test for me, obtain a glass fish tank. We inverted this tank on a board, and placed the fresh cut red meat inside the tank along with a piece of dry-ice, and sealed the edges of the tank around the bottom. It was immediately apparent that as soon as the CO₂ gas came in contact with the meat, discoloration set in. So when we made the next test, we put the dry-ice in a sealed container inside the chest and ran the gas out with a tube through the side of the box. This eliminated discoloration, and we were able to maintain temperature just as well as we did when we attempted to take advantage of the pressure of the gas in order to force circulation.

Special Corner Works Well

We finally decided it was not necessary to have the transportation boxes under temperature for more than six hours, and worked out a very ordinary metal lined pine box with side and bottom racks. This carrier holds the temperature at the desired point for sufficient time, and is very convenient for handling.

I understand that some of the other concerns that contemplate trying out this packaged meat idea intend to depend upon quick truck delivery from the centralized plant to the stores without refrigeration. I question if this can be successfully accomplished, especially if the operation grows to any proportions.

I had several persons advocate the use of refrigerated trucks for transportation, but that would involve too great an investment, and restricts the delivery hours for the time the stores are open. With the method we are using, delivery can be made just the same as you would deliver bread. The truck can leave the centralized plant in the morning, and complete distribution can be made to the last store on the list before the manager arrives. The products would then be removed from the box, and placed in the display unit by the Manager.

We equip our stores with an 8-ft. electric-lighted case, maintaining a temperature of 32° to 34°. What I consider one of the important features of our system is the fact that the meat is protected against extreme fluctuation of temperature. All of you gentlemen connected with the retailing of fresh meat, certainly must appreciate the deleterious effect that fluctuation of temperature has on all meat products.

The main supply of our cattle is selected especially for us in Chicago, and slaughtered and killed by one of the biggest packers. From the time the packer gives the carcass the first chill, it is under almost constant refrigeration until it is handed to the customer. From the packer's cooler it goes into the refrigerated cars, which eventually are run alongside of our main plant cooler.

The meat is immediately transferred into the cooler, from there to the cutting and packaging room, then into the dry-ice refrigerated boxes, and from the shipping box into the case, where it remains until it is handed to the customer.

We give these stores early morning daily delivery, which means that our managers need only buy a 24-hour supply. All our packages are dated, and we do not permit any of the fresh cuts to be sold after they are 48 hours old. This insures the customers receiving their meat in the very finest condition with all the bloom on it.

The store managers' phone their orders into headquarters between 5 and 6 P. M. The Manager is soon able to judge his requirements pretty closely, and it is just like ordering bakery products. He asks for so many steaks, so many chops, so many roasts, and whatever other varieties he may order.

In the general announcement which Mr. French sent out to those he had requested to speak here this afternoon, he presented six reasons which had been advanced questioning the success of this method of selling fresh meat. I am not sure if every one here received a copy of those questions, so I would like to take them up one at a time. First, reading to you the question as presented in this bulletin, and then endeavoring to answer those questions with actual facts which, I believe, will dispel any doubts which you may have.

(1)—That consumers are not prepared to accept this innovation and tend to resist purchasing packaged meats or cuts which are not prepared in sight.

(A.) Consumers are already buying over 70 per cent of their meat pre cut. This is particularly true in the large markets which cater to transient trade. Someone may say, "Well, that's all right for transient trade, but it won't work in a home neighborhood." Alright! Who patronizes the transient point markets?—Most certainly folks from the side streets in so-called home neighborhoods.

I was out in the stores when we opened up these departments, and I make it a point to visit them whenever the opportunity presents itself. I find ready acceptance for Cellophane packaged "Fresh-Cut" meats in all classes of neighborhoods, and when talking to customers find that there is a very favorable reaction from the standpoint of sanitary features. Customers come in, walk along in front of the case, seem delighted with the appearance of the merchandise, and select the cuts they want, principally on the basis of size. You rarely hear any one say they wanted to buy a pound and a half or two pounds of an item. They seem to accept the weights that are on display as a matter of course.

(2)—That considerable extra costs for labor, materials and advertising are required in preparing, wrapping, packaging and advertising the individual cuts.

(A.) Labor costs for cutting and preparing meats are greatly reduced since straight line production methods can be used. A carcass, or side, comes out of our main cooler, on the overhead rail, alongside of the first cutter. Several cutters are worked in line, side by side, and the meat passes from the hands of one to the other until it is finished pretty much the same as a car in the Ford factory is put through. This means that the labor costs, which must be added into the price charged the final consumer, are for actual working time only. Under the old method in a regular butcher shop, the cutter spends a great deal of time waiting for someone to come in and have something cut. If you were to divide the actual number of hours

spent in cutting and preparing meat by the men who do that work in the actual butcher shop, the rate of wage you pay per hour would be astounding.

Every one connected with this business knows that with the ability of an expert cutter, you can produce more value and more satisfactory cuts out of a carcass. The saving that can be affected through centralized cutting with experts, more than offsets the wrapping costs of packaging the products.

The possibilities to advertise fresh meat under the packaged scheme are very great, but I will discuss that more fully later. However, I would like to say here that no one can point to a single instance where the cost to the public was ever increased on any popular item by reason of advertising.

(3)—That added expense is entailed for refrigerator equipment and refrigerants in making delivery and in preserving the product at the store.

(A.) An actual saving is effected on store equipment cost. The large meat box, or storage refrigerator, is eliminated. No wall racks are installed. No blocks, scales or tools are required. Many hours of labor are spent in the average butcher shop merely for the purpose of keeping the big cooler clean, and scrubbing cutting blocks and washing tools.

A refrigerated case, such as we install in these stores, would be required regardless of what system of merchandising was used. The time has passed when a butcher could depend upon keeping his meat in the big cooler, and only bringing it out as customers come in to make their purchases. You must have display, and it must be very attractive.

(4)—That patronage cannot be maintained under the new system, due to elimination of special favors granted buyers in the way of soup bones, suet, etc.

(A.) The suggestion that under the present method of retailing meat that special favors are given certain customers, indicates a condition which is apt to prove more of a handicap than an advantage. Class discrimination does not build for confidence, and its elimination from any business is a step in the right direction.

Anything that can be legitimately included in the regular butcher shop, can be duplicated in the packaged line.

In fact, it is these special favors which increase the price of meat at retail for, if they are tolerated, they must be discounted by increasing the retail market up to sufficient extent to take care of the quantity which may be given away without charge.

(5)—That a discount in gross sales will result in soup bones and other odd parts of the carcass which cannot be utilized as effectively as by-products.

The very nature of the packaging scheme, with centralized cutting, makes it possible to merchandise the whole carcass to much better advantage, both for the public and the packer.

The consumer demand varies greatly in different neighborhoods. In the regular meat shop your butcher, or manager, must discount these conditions and work out the problem to meet these local preferences. A store operating in one neighborhood has no difficulty to dispose of his stew, soup meat and cheaper cuts, but may have to sell the better grade cuts at prices all out of proportion to their true value, and in order to average out his mark-up, he must get a little more on the easy selling cuts. A store operating in a different class neighborhood has difficulty in supplying the demand for high grade cuts, and often has to sacrifice the cheaper ones.

(Concluded on Page 8, Column 1)

Scientific and Historical Data of the Refrigeration Industry

A CLEAR explanation of the scientific laws on which mechanical refrigeration is based and the historical background of the refrigeration industry are given in the court proceedings in the famous

Frigidaire-Absopure Patent Suit

The complete proceedings of the trial, which took place at Bay City, Michigan, March 18-23, 1929, together with the official decision of Judge Tuttle, have been reprinted in a 48-page special supplement.

The expert testimony recorded in this document furnishes a most illuminating exposition of the various refrigeration processes and a valuable picture of the historical development of the industry.

The Supplement will be sent postpaid to any address for one dollar per copy. Remittance must accompany order.

Electric Refrigeration News

550 Maccabees Bldg.

Detroit, Mich.

Refrigerator Lane Overcomes the



MEATS are well displayed in Horn's Market, 115 Mulberry St., Newark, N. J., which recently installed about 100 feet of Hill No. 500-C combination display case with refrigerated storage in the base. Patrons are given plenty of opportunities to inspect the many kinds of meats on display in the cases. The 100 feet of display case are fairly evenly divided so that the two sections form a neat, long lane down the middle of the market. This set-up gives the market an orderly appearance and at the same time facilitates service.

Frozen Food Movement Needs Full Support of Manufacturers

Merchants Anticipate Popularity of Products and Await Developments In Cases

By Geo. R. Lindahl
General Sales Manager, Commercial Refrigeration Manufacturing Co.,
Los Angeles, Calif.

THE introduction of quick-frozen foods by the General Foods Corporation, Swift & Co., and other leading national concerns is not being taken seriously enough by the refrigeration industry as a whole. The writer is in daily contact with leading refrigeration men throughout the West and the thought seems to be, "Well, quick-frozen foods may come some day, but as it is so far in the future, we do not see why we should become excited over it."

That this is very much of a mistake seems clearly evident. Refrigerator display case and machine manufacturers have as much to gain through the introduction of quick-frozen foods as have the packers themselves. The acceptance of these foods by the consuming public will automatically relegate to the junk heap the bulk of refrigerating display and storage equipment that are now used in retail stores for the display and storage of perishables.

This will throw the whole world open for new equipment. With one sweep we can take an industry that has reached 35% or 40% saturation and make from it a virgin territory with approximately zero saturation. We can stimulate an industry that has been sagging in spots, and which has been suffering a high rate of mortality among those engaged in it.

Why Sales Increase

The company with whom the writer is associated has managed to keep sales on the increase as well as a satisfying increase in net profits in the face of decidedly unfavorable local economic conditions by getting behind the quick-frozen food idea 100%, as indicated in the following summary:

(a) By designing and placing in production a display and storage container that is suitable for either fresh or frozen products, or both at the same time if desired.

(b) By discontinuing the manufacture of all former lines that were designed for temperatures above 32 deg. F.

(c) By keeping the resale price down to levels of high temperature containers.

(d) By thoroughly instructing and educating salesmen and supervisors in quick-frozen food, its benefits and its future.

(e) By conducting lectures before retail merchants' associations, co-operative buying headquarters and chain stores, "selling" them on the idea that quick-frozen foods are coming and to prepare for it.

(f) By day to day pounding on the individual retailer.

That this program has been successful is evidenced by the fact that several buying chains in the west have issued bulletins to their members advising them, when buying equipment, to install equipment that can be used for fresh foods at this time and quick-frozen foods later.

Retail grocers' associations (non-co-operative) are also advising their members to be sure and install equipment to properly take care of quick-frozen foods.

Chain stores have almost stopped buying ordinary equipment. Some of them are standing "pat," awaiting developments. Others are going ahead and installing equipment that can be used at a later date for low temperatures. This program and the results to date have been achieved in less than five months' time, that is, five months of concentrated effort.

The speed at which quick-frozen foods will be available to the public depends purely and simply on the manufacturer of refrigerating equipment. The producers of foods are "up against a stone wall" and cannot hope to obtain any great volume of sales until there is sufficient suitable display and storage equipment in use by the retail merchant.

Placing quick-frozen foods on display in ordinary equipment that does not maintain proper low temperature and humidity control is a decidedly precarious undertaking. Fluctuating or high temperatures, deposits of moisture on the foods, with discoloration of the product as a result, all cause a "break-down" of the product to such an extent that the sale of quick-frozen foods so refrigerated will build up a bad reputation for the producer of the product and the merchant who sells it.

Producers of quick-frozen foods have found that it is impossible to obtain adequate sales on their lines unless the products are properly displayed in a sanitary, appetizing manner. Carrying a few odds and ends in ice cream cabinets will not produce adequate sales.

It is imperative that every buyer of quick-frozen foods be satisfied with the first purchase. If the buyer is not satisfied the first time, the merchant runs into resistance in making the second sale. If the second sale is of poor quality or appearance, the consumer is convinced that the product is not meritorious. As soon as the consumer loses interest, the retail merchant also loses interest and the producer has a "he-man's job" when he attempts to resell the dissatisfied customer on the benefits and profits available from the sale of quick-frozen foods. It is a highly precarious undertaking to push the sale of these new products to a retailer unless he has display and refrigeration facilities.

Co-operation Is Important

The refrigeration industry, with the co-operation of the producers of quick-frozen foods, can put over the idea and sales in a big way in less than two years' time if they will get together. The refrigeration industry should cease the manufacture of equipment that cannot be used for low temperatures. Thus every new buyer of equipment would be able to handle quick-frozen foods at any time he may desire and start handling these foods properly. The merchant would show a profit, his customers would be pleased, and good-will towards quick-frozen foods would be inaugurated with every buyer.

The principal stumbling block in the way of an intelligent campaign along these lines seems to be lack of knowledge as to what is proper in the way

of a storage and display container for quick-frozen foods. Everyone is experimenting "on his own hook" and about 95% of the experiments do not pan out in the field under operating conditions.

Some manufacturers are working along the lines of adding more insulation to their present line of equipment. Others are operating with more or colder coil, with coil placed in the same position as it was when used with higher temperatures. Still others are using refrigerants of a lower boiling point. Nearly everyone is attempting to revamp their present line of equipment and keep alterations down to the absolute minimum.

The writer, collaborating with N. A. Kessler, has been experimenting for several years to determine what is needed in the way of proper equipment to properly handle quick-frozen foods, and the following will serve in a general sense as a guide to the changes that, in the writer's opinion, must be made to obtain the best results.

1. At least 4" of best corkboard or equivalent, thoroughly sealed and wrapped, must be installed as insulation.

2. Woods used must be close-grained and "built up," as well as being dried to at least a 4 1/2% moisture content.

3. Air between glass must be displaced with a non-condensable gas and thoroughly sealed in, with provision for expansion and contraction in the manner of sealing the glass. This to prevent condensation.

4. Cooling must be arranged so that incoming air (which has moisture in suspension) be drawn immediately to the coils without first allowing this air to pass over the surface of the foods. If this moist air is allowed to come in contact with foods at, say, 15 deg., a certain amount of water will leave the air and condense on the surface of the foods before it has had time to reach the coil.

5. Door openings must be as small as is consistent with size of packages to be stored or displayed.

6. Not more than a two-degree variation in temperature in any part of the container should be permitted.

7. Temperatures throughout both the storage and display compartments must be the same. Experiments have determined that quick-frozen foods that are kept at the same temperature during both storage and display are in better shape than when kept cold in storage with a temperature rise while on display.

8. Only swinging, double- or triple-gasketed doors are practical. Sliding doors are not only impractical but impossible.

9. A ten-minute defrosting period is necessary so that coils can be "cleared" two or three times a week. This must be a quick, easy and simple method, that can be done by anyone without the control adjustments being tampered with. This method is now being used with the coils being completely defrosted, with not more than a 6 deg. rise in temperature within the container.

The proper methods and designs to obtain these results have been worked out and are known to certain producers of frosted foods. These producers should train men who in turn would act in an advisory capacity to refrigerator and machine manufacturers, thus assisting them in building and selling a line of refrigerated equipment that is particularly adaptable for the preservation of quick-frozen foods, and yet that can be used for fresh foods as well.

If the producer of quick-frozen foods

will furnish this sort of co-operation to the manufacturers of refrigerating equipment, it will save years in time, millions in experimentation costs, and be the means of placing suitable equipment immediately in the hands of the retail merchant that will operate satisfactorily with the minimum of service. Only in this manner can quick-frozen foods come into their own without years of pioneering, with its attendant grief and expense to everyone concerned.

ROSTER

THE manufacturers listed below are making display and storage cases, which they have announced, are suitable for the handling of quick-frozen foods. Descriptions of the various cases have been printed in previous issues of the Refrigerated Food section.

American Foundry Equipment Co.
Blazek & Co.
Commercial Refrigerator Mfg. Co.
Downing Mfg. Co.
H. Ehrlich & Sons Mfg. Co.
Electro-Kold Corp.
Elkins Refrigerator & Fixture Co.
Federal Refrigerator Co.
Ford Refrigerator Co.
Frigidaire Corp.
General Electric Co.
Gibson Refrigerator Co.
C. V. Hill & Co.
Hussmann Refrigerator Co.
Koch Butchers Supply Co.
Lagonier Refrigerator Co.
Marsden Store Fixture House.
McCray Refrigerator Co.
Northey Mfg. Co.
Nu Way Fixture Co.
Ottenheimer Bros.
C. L. Percival Co.
Servel, Inc.
Smoot-Holman Co.
Warren Co.
Weber Showcase & Fixture Co.

Retailers, chain store executives or others, who are making plans to merchandise quick-frozen products, may obtain, without obligation, further information in regard to the equipment made by these manufacturers by writing to:

Refrigerated Food Section
Electric Refrigeration News
550 Maccabees Bldg., Detroit, Mich.

In addition to the above mentioned, a number of manufacturers of refrigerating machines are co-operating with producers of display cases and refrigerators. Among these companies are:

American Foundry Equipment Co.
Copeland Products, Inc.
Frigidaire Corporation.
Kelvinator Corporation.
Servel Sales, Inc.

DIRECTORY LISTS GROCERS AND CHAIN STORES

THE 1930 Red Book of exclusive wholesale grocers and chain stores is just off the press and available for distribution. In its 37th annual edition, the Orrin Thacker directory lists 5,187 wholesale grocers; 949 semi-jobbers; 442 chain grocery operators (with number of stores each controls); population of towns and states; street addresses in larger cities; code key indicating size of concern (not credit rating); cross references for branch houses, showing headquarters.

The Red Book may be obtained from the publishers, the Franklin Printing Company, 33 West Gay Street, Columbus, Ohio, for \$3 per copy, or \$2.50 each in orders of six or more, or \$2 each when more than 25 are ordered.

New Binders now ready

for keeping your copies of

Electric Refrigeration News

In providing new binders for readers who like to keep back issues of the news in accessible form several improvements have been made.

The new binder is of larger capacity than the old because of the increased thickness of the paper. Twenty-seven metal retaining strips are furnished, since 27 issues will be published in 1930. The metal strip is inserted easily and quickly at the middle of each issue and does not "pinch" the paper at the binding edge. Every page lies flat and all type matter is easily readable.

On the new binder the name "Electric Refrigeration News" is neatly stamped in gold on the back binding edge as well as on the top cover. The binder has stiff covers of good quality black imitation leather.

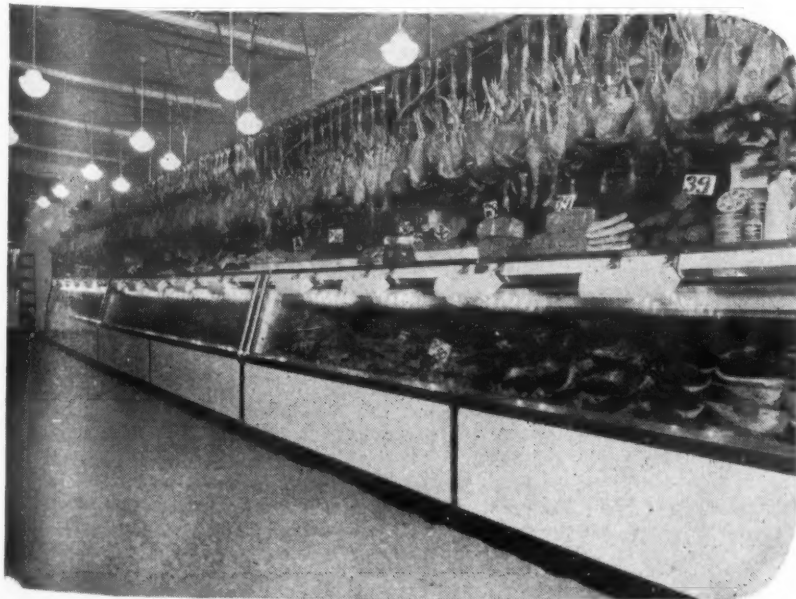
You'll find the binders mighty good-looking and very convenient. A flip of the finger brings a back issue before you when you want to look up an article—an illustration—some information. Buy a binder!

Shipped postpaid upon receipt of \$3.75.

Electric Refrigeration News

550 Maccabees Bldg., Detroit

Display Problem in Newark Market



Storage compartments in the base enable large supplies of meats to keep handy and the operator can easily restock the case without traveling to a cooler. The cases are heavily insulated and several courses of plate glass are set in the front. The cases are finished

in a light color, thus giving the market a very sanitary appearance. The installation of modern cases refrigerated by mechanical equipment is helping to increase the business at Horne's because patrons know that the foods are kept in the best possible condition.

DETROIT'S GREAT HOMELIKE HOTEL

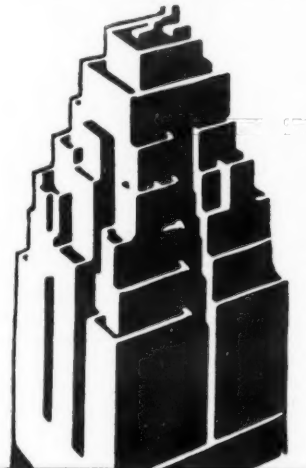
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